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Published Monthly

JAN 9 1922

Skuse's Complete Confectioner

(eleventh edition)

Revised and Edited by W. J. Bush & Co., Ltd.

A practical guide to all branches of Candy Making.

Price, $6.00 Net

W. J. BUSH & CO., Inc.
370—7th Avenue
NEW YORK, N. Y.

The Gardiner-Lucas Company, Inc.

LOZENGE MAKERS

and Manufacturers of

Specialties in Licorice and Confectionery

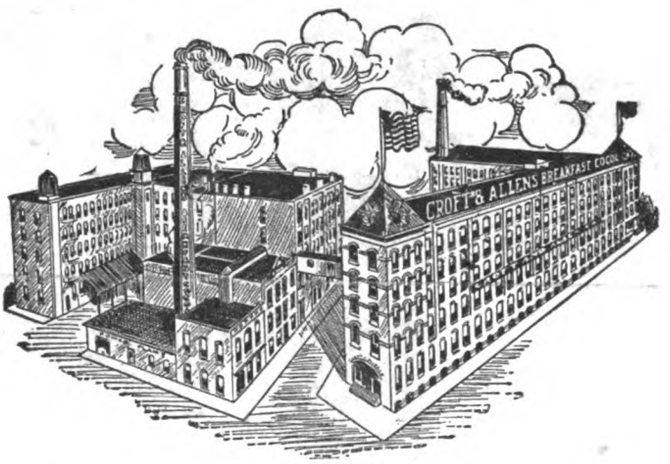
99 GOLD STREET
BROOKLYN, N. Y.

CROFT & ALLEN CO.

Manufacturing Confectioners

CHOCOLATES AND COCOAS

33d and Market Sts. PHILADELPHIA, U. S. A.



We make a line of Specialties that should be in every jobbing house in the United States:

500 Varieties of Penny Goods
50 Varieties of Pail Goods
100 Varieties of Nickel Goods

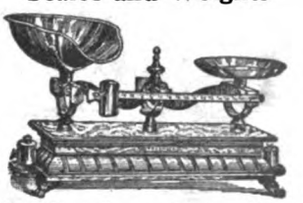
WRITE FOR PRICES

CENTENNIAL MEDAL AWARDED
ESTABLISHED IN 1840

HENRY TROEMNER

911 ARCH ST., PHILA.

Confectioners' Counter Scales and Weights



Fine Brass Scales, Nickel-Plated Scales, Brass Weights, etc., etc.
of the Finest Finish and Design
Brass Candy Shovels and Scoops
Price list sent on receipt of postage stamps
Western Agency
1315 Wabash Avenue CHICAGO

Vanilla Beans

Our direct Importation

Vanilla Concrete

Our own make
Vanilla essence without alcohol

VANILLIN
CUMARIN

Domestic and Imported

George Lueders & Co.
427 Washington Street
NEW YORK

ESTABLISHED 1884

BRANCH OFFICE
180 N. Market St., Chicago

ROCKHILL & VIETOR

MAIN OFFICE
22 Cliff Street, New York

Lemon Oil Orange Oil Spearmint Oil Peppermint Oil
Fruit Flavors Vanillin Coumarine Flower Waters

CONNOISSEURS USE

UNGERER'S VOLATILE OILS

AND FLAVORING INGREDIENTS

124 W. 19th Street, New York 326 W. Madison Street, Chicago 441 Arch Street, Philadelphia

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Index to Advertisements Page 180

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SETTER

HARD MAPLE SUCKER STICKS

BOTH BLUNT AND POINTED

Large stocks always on hand

Samples and prices will convince you that these are the sticks you ought to use.

Write

SETTER BROS. CO.

Cattaraugus, N. Y.

Repetition is Reputation

YEAR after year we keep *Repeating* "Our Pat. 240 Satin" is "Second to None" for tying Candy Packages. *We make four other grades* but will always stand back of 240—Because

IT IS CONSTRUCTED	*RIGHT*
WOVEN	*RIGHT*
DYED	*RIGHT*
FINISHED	*RIGHT*
DELIVERED	*RIGHT*

Tested for sixteen years and "Made Good"

Let us serve you at any time.

Widths 2-3-5-7-9-12-16

WHITE & CAMPBELL

387-393 FOURTH AVE. NEW YORK



ALFRED JONAS

Manufacturer of Ice Cream Boxes

— and —

Candy Boxes, Candy Bags

1570 Fulton Street BROOKLYN, N.Y.



WORKS
St. Louis, Mo.
and
East St. Louis, Ill.

Monsanto Chemical Works

Manufacturers of SAINT LOUIS, U.S.A. Inquiries Solicited

NEW YORK
12 Platt Street
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VANILLIN-COUMARIN-SACCHARIN

LARGE OR SMALL CRYSTALS



ARTIFICIAL FLOWERS AND LEAVES

St. Valentine, Washington's Birthday, St. Patrick's and Easter Novelties

PANORAMA EGGS SPECIALTY

ICING ROSES AND FLOWERS - PASTRY BAGS AND TUBES WRITE FOR SPECIAL LIST

Cake Ornaments	Tin Foil	Fancy Candy Boxes	Tinted Motto Paper
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Paper Cases	Birthday Candles	Costume Mottoes	Glace Fruits
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Paper Baking Cups Paper Sundae Cups PRICES ON REQUEST

H. H. GEILFUSS' SON :: 1202 Vine Street, Philadelphia, Pa.

PHILIP J. GEILFUSS



PREMIUMS, NOVELTIES AND TOYS

FOR THE MANUFACTURING CONFECTIONERY TRADE

Suitable for Penny Pieces, Prize Boxes, Grab Bags, Ring Sticks, etc., etc.

CALUMET MANUFACTURING COMPANY

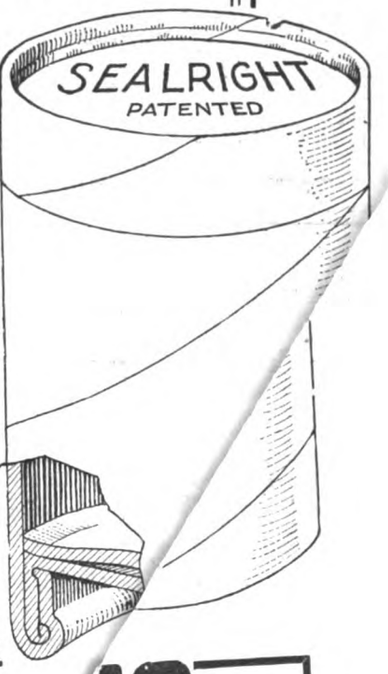
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NEW YORK

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The Sealright Way

For Retail Bulk Ice Cream



ooner you start packaging bulk ice in SEALRIGHT Liquid-Tight Paper iners, the more quickly will you profit savings afforded—increased sales, and tisfaction Sealright Containers give as eal, perfect package for bulk ice cream.

hy "Sealrights" Do Not Leak—

om Construction Exclusively Sealright

Order Thru Your Jobber—Write Us For Samples

.RIGHT CO., Inc., Fulton, N. Y.

facturers in the World of Cylindrical Liquid-Tight Paper Containers

KAY-WHITE PRODUCTS INC New York

1922

KAY-WHITE
-the short road
candy profits
for you.

hite Products

ependable, different

iness com-
Send for
complete



booklets on request

E PRODUCTS, Inc.
New York

MARRONS

WINTER TIME IS MARRON TIME

Marrons in Vanilla Syrup,
Imported Waining and Glacéing.
all ready Marrons in Vanilla Syrup—for use in
Marron Nesselrode and at the Fountain.
Ice Cre Marrons for Chocolate Dipping.
Try Europe's *Favorite Confection*
exclusive shop can afford to be without

No rea
ns Glacés
Ma on Sundaes
M sselrode, Etc.
cked—
In No. 10 Tins—Net weight—**Marrons** (exclusive of syrup), 5½ lbs.
In No. 5 Tins—Net weight—**Marrons** (exclusive of syrup), 2¾ lbs.

MARRONS FOR SUNDAES—
6, ½ gal. Jars to Case

NESSELRO SUNDAE
The right mixture of Marrons and fruits blended with a special Rhum punch flavor—for the fountain.

G. B. RAFFETTO, Inc.
408-10-12 W. 13th St.
NEW YORK CITY



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GET BUSY

NOW ON THE MARKET:

CHOCOPOPS — FLYING TOPS 1c.
PENNY COUGH DROPS — PAINTED TOPS 2c.

Something new in the toy line, Penny Specs, packed 100 in a box. Don't forget our regular line of Premium Boxes including OUR KIDDIES.

THE GEO. J. BRUNELL CO.
18 Park Street — Webster, Mass.

If
You Can Sell
any caramels, you can sell
Daisies
A sample will convince you
Write for it

E. H. Josselyn
714 N. Durham Street — Baltimore



POPPING CORN

Selected White Rice, also JAP hull-less, or Baby rice, 100 and 150 lb. sacks, spot stock or field shipments, sack, ton, or car lots.

Bradshaw Co.
New York

ROBERT KENNEDY
Manufacturer of
Narrow Silk Ribbons
456 Fourth Ave. — NEW YORK
RIBBONZENE

All Aboard for Easter

Easter candy trade BIG—that's the prediction—make your plans NOW—buy your goods NOW. Everything on hand and ready for

Fruit Center Easter Eggs

and all high quality **Reyam Brand**, which means **nothing better!**

Small whole Maraschino Cherries—800 to 1400 count.
Whole-and-broken Maraschino Cherries.
Pineapple Wedges—1400 to gal.—superior to Pineapple Cubes.
Pineapple Hearts—50-lb. boxes—luscious, tender, delicious.
Glace Cherry Pieces—10-lb. pails.
Broken assorted Glace Fruits—25-lb. pails.

Something New for the New Year!

"SEMI-GLACE WHOLE CHERRIES"—unexcelled for all kinds of dipping work—nothing like it on market. In 25-lb. pails—nuf ced.

For topping Easter Eggs
French Silver Dragees and Angelique.

PROMPT SHIPMENT AS USUAL—BEST QUALITY AS USUAL
LOWER PRICES THAN USUAL

The Cincinnati Extract Works
422-424 W. Fourth St. — Cincinnati, O.

New York, Dec. 25th, 21.

To Our Friends and Customers:—

May we use this New Year as an occasion to send to you through spirit channel a flash of that electric current that keeps the world young and hearts alive.

Much of the drama of life centers around business. Here the play demands faithful service, co-operation and good will. To those from whom we have bought and those to whom we have sold, we shall act our part as best we can for the good of all. We shall try to make ourselves needed and enjoy the glory of making good.

Business is not wholly business. It brings to us something that is more than money—more worth while than merely getting on. It brings friendship, human values, the opportunity to cheer one another, thus so, the Angels' song of "Peace on earth, good will toward men" is never silent so long as it echoes in the heart of humanity.

May the NEW YEAR bring you health, happiness and prosperity.

Very truly,
ROBERTSON CANDY CO.

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We Offer Complete and Attractive Line in Valentine, Washington's Birthday, St. Patrick and Easter Novelties

An Idea and Creation. Something Different in Window Showing for the purpose of displaying all kinds of Candies. MADE IN BOTH METAL AND WOOD COMBINATIONS

FANCY BOXES, including Hearts made from Paper, Silk, Satin Tapestry with Figures, &c.

BASKETS, in the latest Floral and Figure effects, lined, unlined and hand painted.

Dressed Dolls, in all the latest Fashions, and, with Electric Light Attachment.

Tin Boxes, oblong, round Paper covered and hand painted in great variety, both Flowers and Figure Designs of all of the latest up-to-date Sensations.

We are sole distributors in the United States and Canada for the original manufacturer of High Class Satin Hand-painted Plain and Pillow Top Candy Boxes. We will show most attractive and entire new designs in this line.

If you cannot call, it will pay you to write us for quotations, samples and particulars before placing your orders.

M. MICHAELIS & SONS 466 and 468 Broadway, N. Y.

BRANCH HOUSE: 229 South Second Street, PHILADELPHIA, PA.

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Easter Specialties

The demand throughout the country for all kinds of **candies** will continue to grow during the **New Year,** but more rapidly than during the past year.

Our industry is again assured of an abundant supply of sugar and other raw materials at lower prices and we, therefore, are able to sell our products at reduced prices.

We request that those of our customers whom our salesmen do **not** usually **reach early** in the season kindly send us their orders as **soon** as **possible** for all those **EASTER SPECIALTIES** which they have found to be **good sellers** in many past years, and which they would like to handle again this coming season.

OUR EASTER SPECIALTIES

as well as **all our other confections,** will continue to prove, as they have for so many years past, to be

"THE BEST" { EATING, SELLING,

and

Most Profitable Goods for { **JOBBERS and RETAILERS.**

SUITABLE for all CLIMATES

We guarantee all our products to be absolutely free of all adulterants used by imitators of our goods and infringers upon our trade mark rights.

PH. WUNDERLE 118-132 Pegg Street, Philadelphia

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Chocolate Dipping Paper

PORCELAIN FINISH

Grade W

For hand work—NOT embossed:

500 lbs.	250 lbs.
14c lb.	15c lb.
100 lbs.	**Less**
16c lb.	20c lb.

Stock Sizes

10x14 12x12
12x18

Grade 31

For penny and bar goods:

500 lbs.	250 lbs.
14c lb.	15c lb.
100 lbs.	**Less**
16c lb.	20c lb.

Stock Size

15½x35

Grade K B

For high-grade Enrober Work:

500 lbs.	250 lbs.
15c lb.	16c lb.
100 lbs.	**Less**
17c lb.	21c lb.

Stock Size

15½x35

Grade J

For hand work—PLAIN or to be EMBOSSED:

500 lbs.	250 lbs.
18c lb.	19c lb.
100 lbs.	**Less**
20c lb.	23c lb.

Stock Sizes

10x14 12x12
10x35 12x18

Grade Y R

For high-grade Enrober Work—PLAIN or to be EMBOSSED:

500 lbs.	250 lbs.
20c lb.	21c lb.
100 lbs.	**Less**
22c lb.	25c lb.

Stock Sizes

15½x35
15x35¾

ROLLS: Grade W can be furnished in 24" and 30" widths.
" 31 " " " " 15½" and 31½".
" KB " " " " 15½" and 31½".
" J " " " " 10-12-14-15-30" widths.
" YR " " " " 15-15½-23½-24-24½-30½-31½".

Average Cost Per Thousand Sheets—500-lb. Lots

Grade W—10x14	$3.08	Grade J—10x14	$3.60
12x12	3.08	12x12	3.60
12x18	4.90	12x18	6.25
		10x35	10.80

PLAQUE SIZES—Grade KB—15½x35	$13.50
" 31—15½x35	14.28
" YR—15½x35	17.60
15x35¾	17.60

SPECIAL SIZES MADE TO ORDER—SHEETS OR ROLLS

CHOCOLATE DIPPING PAPER

OUR PORCELAIN FINISH

Gives the high finish on the bottom of chocolates so much desired. May be used many times. It will OUT WEAR any other paper on the market. Stock sizes, 10 x 14, 12 x 12, 12 x 18, 15½ x 35, and 15 x 33¾. ENROBER Papers, Sheets and Rolls with and without eyelet; plain or embossed. Odd sizes made to order. Order your Embossed Dipping Paper as early as possible to avoid delay Samples cheerfully sent on request.

CARTER, RICE & CO. (Corporation), BOSTON, MASS., U. S. A.

EMBOSSED DIPPING PAPER QUOTATION GIVEN ON REQUEST
ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE

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Washburn's

COCOANUT BISCUITS *and* MACARETTES

have been the country's standard for over sixty years.

Recent increases in manufacturing capacity now enable us to fill all orders promptly.

Bigger Pieces
Better Prices
Quick Shipments

F. B. Washburn & Co., Brockton, Mass.

Established 1856

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Does your shipping case help *sell* the goods?

An advertising opportunity neglected by many candy makers

IS your shipping case a salesman—or just a container?

Today of all times manufacturers should utilize every selling force. The shipping case is an advertising medium that is seldom exploited to full advantage. With cases properly designed, with the shipper's name and message printed in colors, it is possible to make an actual "moving billboard" of every consignment.

Piled on station platforms—hauled in express trucks through crowded streets—delivered at the customer's door in the very districts where you want your name made popular—Gair cases have real advertising value and *help to build sales volume.*

Correct in design, unusually strong and resilient, Gair cases afford adequate protection for their contents and meet every test of present day shipping conditions. For such well known products as Mason's Chocolate Peaks, Baker's Coconut, Dromedary Dates, Domino Sugar, they have helped solve packing and shipping problems and proved a real stimulus to sales.

A complete service for candy makers

With our fifty-five years of package merchandising experience, we offer you service which is unsurpassed. Our thoroughly modern press equipment enables us to impart even to the shipping case the essential distinction that makes for sales. We can reproduce your identifying trademark so accurately, so vividly, on your shipping cases that they will advertise your products and win you new prestige wherever they go.

All our resources—unrivalled mechanical facilities, years of knowledge and experience, the skilled services of a staff of experts—are at your disposal. *Gair service covers every essential of modern package merchandising:* Folding boxes, Labels, Lithography, Corrugated and Solid fibre shipping cases.

Send a postal for the new Gair Service Booklet.

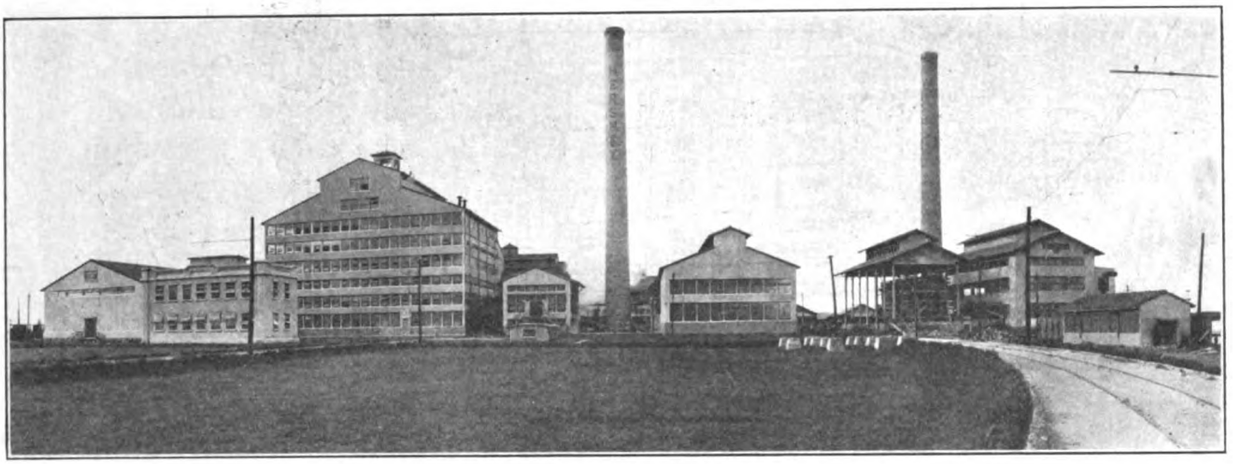
ROBERT GAIR COMPANY

350 Madison Avenue, New York

CHICAGO PHILADELPHIA BOSTON BUFFALO

Member of *Container Club*

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"Central Hershey, Cuba—Owned by the Hershey Chocolate Company, Hershey, Penna. Annual Capacity—One hundred and fifty thousand bags of sugar, each containing three hundred twenty-five pounds."

For many years we have felt the necessity for a high grade sugar to meet our special requirements. Everybody knows the best sugar produced is made from sugar cane and as Cuba has the most wonderful soil in the world for the growing of sugar cane we naturally went to Cuba. With this idea in mind we started to build our own sugar mill in Cuba about four years ago with the result we have today, unquestionably, the finest and most modern equipped factory in Cuba and we are now entering our third grinding season.

Incidentally, Central Hershey is the only sugar mill out of a total of two hundred mills in Cuba which produces white or refined sugar. Just another step in our earnest endeavors to get the best raw materials at all times.

Now as to Coatings:

Notwithstanding the high standard of quality, HERSHEY'S MILK and SWEET COATINGS are now being sold at lower prices than any time in our history and this is especially true of our wonderful MILK COATINGS.

A word to the wise should be sufficient.

MILK COATINGS *SWEET COATINGS* *LIQUORS* *COCOA BUTTER*

HERSHEY CHOCOLATE COMPANY

HERSHEY, PENNA.

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LA CELLOPHANE

(Reg. U. S. Pat. Off.)

"The peerless package wrapping paper"

LA CELLOPHANE
not merely the name of a product but the mark of the complete guarantee of
FRANZ EULER & CO.

FRANZ EULER & CO.
173 LAFAYETTE STREET
NEW YORK

THE flavoring strength of about 2,000 fresh ripe lemons is carried in one gallon of C X C Lemon.

THE delicate aroma of 4½ pounds of best Vanilla Beans is held in one gallon of Vanilla Isolate.

THESE Flavors are Concentrates.

Examine samples and judge for yourself.

Foote & Jenks
EXPERT FLAVOR SPECIALISTS
Jackson, Mich.

With our

BEST WISHES FOR THE NEW YEAR

We offer the New

JUMBO WONDER

The Penny Piece without a rival

EASTER GOODS

Milk Choc. Rabbits
Choc. M M Rabbits
Gum Rabbits

Choc. Peanut Eggs
Choc. M M Jelly Eggs
Turkey Eggs
Jelly Eggs

Goose Eggs
Bantam Eggs
Gum Eggs

A really remarkable line of Easter Goods. All good size quality pieces and made to give satisfaction and bring back "repeats." We are shipping NOW. Do you want your order along with the others?

WALTER W. DE BEVOISE

163-165-167-169-171 Carlton Ave., Brooklyn, N. Y.

Manufacturer of Candies that sell.

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Mark These Two Dates

On Your Calendar

Feb. 22
March 17

Keystone

looks ahead as usual. Specialties for Washington's Birthday and St. Patrick's Day are ready for you. There'll be more celebrating than ever this year, so you'll need plenty of these for your candies.

RED OR GREEN CHERRIES

Whole, Whole and Broken or Crushed; Whole Glace or Glace Pieces.

GREEN PINEAPPLE

Cubes and wedges. choicest quality.

ORDER NOW SO SHIPMENTS CAN BE MADE PROMPTLY

Dept. C-1

Keystone Fruit Products Co.

Cincinnati, Ohio.

DARCO

REG. U. S. PAT. OFF.

The Refining, Purifying, Deodorizing, Decolorizing

CARBON

HIGHLY EFFICIENT — AMERICAN MADE

Candy manufacturers and bottlers are invited to consult with our experts, who will be pleased to explain how DARCO effects great economies in production.

DARCO CORPORATION

(Controlled by Atlas Powder Company)

WILMINGTON, DELAWARE

PAPER BAGS

For Peanuts, Bulk or Bar Confections—Plain or Printed in 1 or 2 Colors

GLASSINE BAGS
CANDY BAGS
PEANUT BAGS
WRAPPING PAPER OF ALL DESCRIPTIONS
TISSUE PAPER
EXCELSIOR TISSUE
TWINES, ETC.



KIRCHHEIMER BROTHERS CO.

DEPT. B.

Ohio and Kingsbury Sts. CHICAGO, ILL.

We make a line of

Easter Specialties

IN

Penny Goods

ALSO

Jelly Eggs and
M. M. Pan Eggs

Penny Goods of Hard Candy
M. M., Cream and Jelly

The Blue Ribbon Candy Co.

749-51-53-55 W. Pratt St.

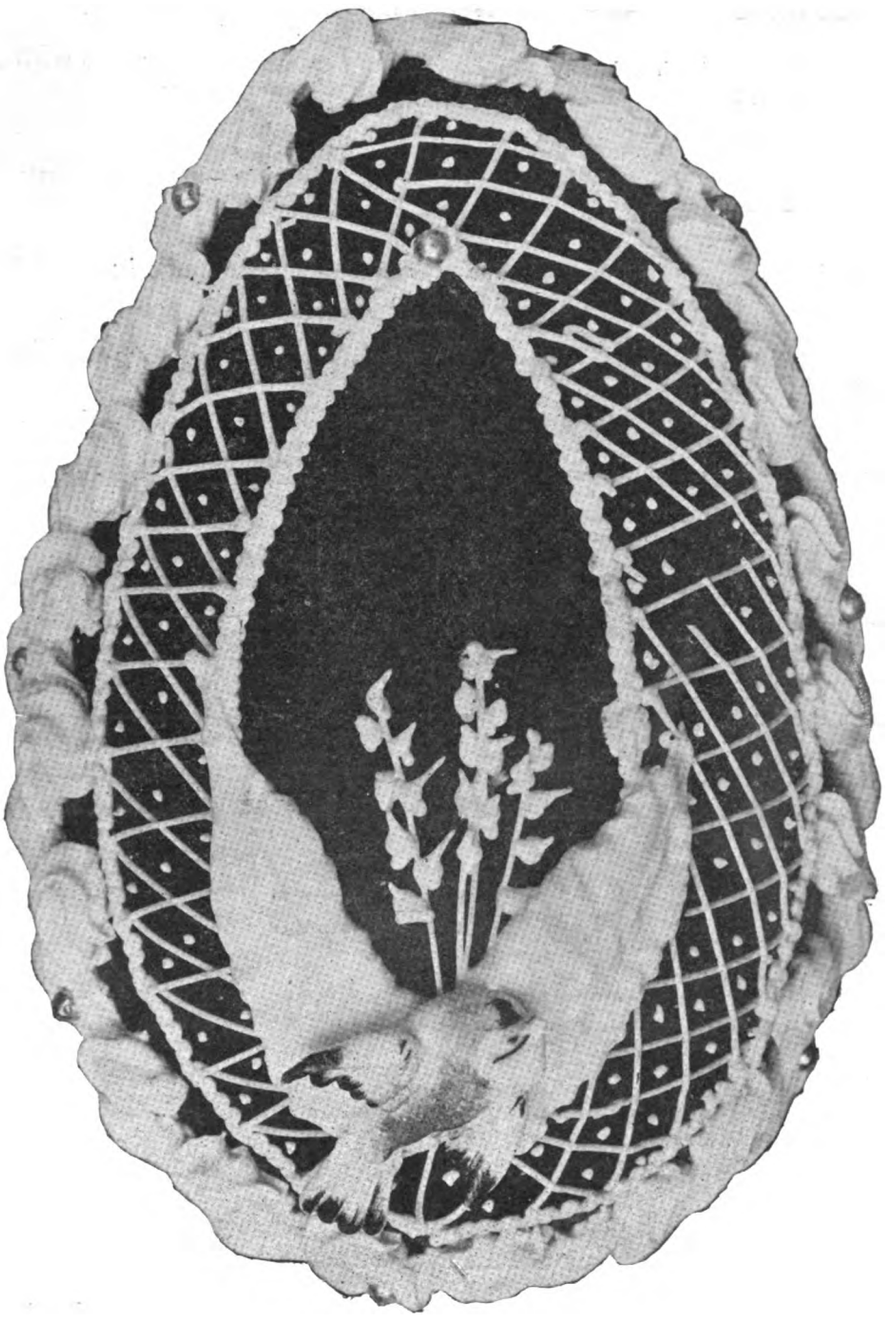
BALTIMORE, MD.

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Quaker City Easter Goods

Fresh Cocoanut

Rich Chocolate



Delicious Cream

Artistic Decorations

A Complete Easter Line

Wonderful Jelly Eggs **Chocolate Eggs of All Sizes**

PRICES THAT WILL INTEREST YOU

Quaker City Chocolate and Confectionery Co.
PHILADELPHIA.

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ATTENTION! Some Real Business-Getters!

Stuffed Dates (in 5-lb. boxes), (with walnuts, almonds, figs or peanut butter)
Fig Walnuts (5 lbs.)
Date Balls (120 count)
Fig Balls (120 count)
Chocolate Covered Fig Bars (24 count)

EXCELLENCY REPCO BRAND RELIABILITY PURITY Trade Mark

Chocolate Coated Penny Dates (120 count)
Chocolate Coated Stuffed Dates (5 lb.)
Chocolate Coated Plain Dates (5 lb.)
Chocolate Coated Half Figs (120 count)
Chocolate Coated Whole Figs (5 lb.)
Chocolate Coated Fig Walnuts (5 lbs.)
Chocolate Covered Date Bars (24 count)

Our new plant is going at full speed. We manufacture Date and Fig Specialties only—therefore we are enabled to quote low prices.

A Good Suggestion---Chocolate Covered Penny Dates (120 count)

THE BIGGEST VALUE AND TREAT FOR THE KIDDIES. WRITE FOR A SAMPLE ORDER.

We Solicit Your Patronage. May We Have the Pleasure of Serving You?

REVERE PRESERVING CO., Inc.

BEST IN QUALITY
LOWEST IN PRICE

DATE and FIG SPECIALTIES
20 FULTON PLACE
BOSTON 16, MASS.

QUOTATIONS TO
WHOLESALERS & JOBBERS



Ottens
"Quaker Brand"



Flavoring Extracts, Specialties, Food Colors for Confectioners and Ice Cream Manufacturers

Chocolate Thinners
Caramel Paste Substitutes
Oleo Fruit Concretes
True Fruit Extracts
Non-Alcoholic Flavors
Invert Sugars
Marshmallow Powders

Icing Powders
Certified Colors
Vegetable Colors
Ottens O-Van (Vanilla)
Hardip
Chuee-Veg
Jack Frost Fontaine



Write for Samples and Prices

HENRY H. OTTENS MFG. CO., INC.
129-131 S. Front St., Philadelphia, Pa.
Canadian Factory: 3 Jarvis St., Toronto



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Senneff-Herr's



Full Page of FACTS

We back up every article and every claim we make for our famous "Big 3" and additional lines of Candy Makers' Specialties.

Our products are NOT IMITATIONS in Name or Quality, as they are in a class by themselves.

They were originated 10 years ago and have gone through the processes of perfection until they NOW stand at the top,—"UNRIVALLED."

"Our Customers are Satisfied Customers"

We are anxious to make YOU one of them.

Send for our new attractive price list, Candy Makers' Guide or samples, but better still,—send us a trial order which will be shipped on approval.

Egg-O-Creme—For starch cast work.

Ripe Creme—Used for the same purpose, but a cheaper article.

X-L Caramel Paste—For Standing or Dipping Caramels.

Dipping Caramel Paste—For Dipping Caramels only.

Nougat Whip—For light, Fluffy Nougat Bars or Hand Rolled Chocolate Centers.

Special Nougat—For the same purpose, but not quite as light.

No Better Products ***No Better Prices***



SENNEFF-HERR CO.

INCORPORATED

STERLING, ILLINOIS



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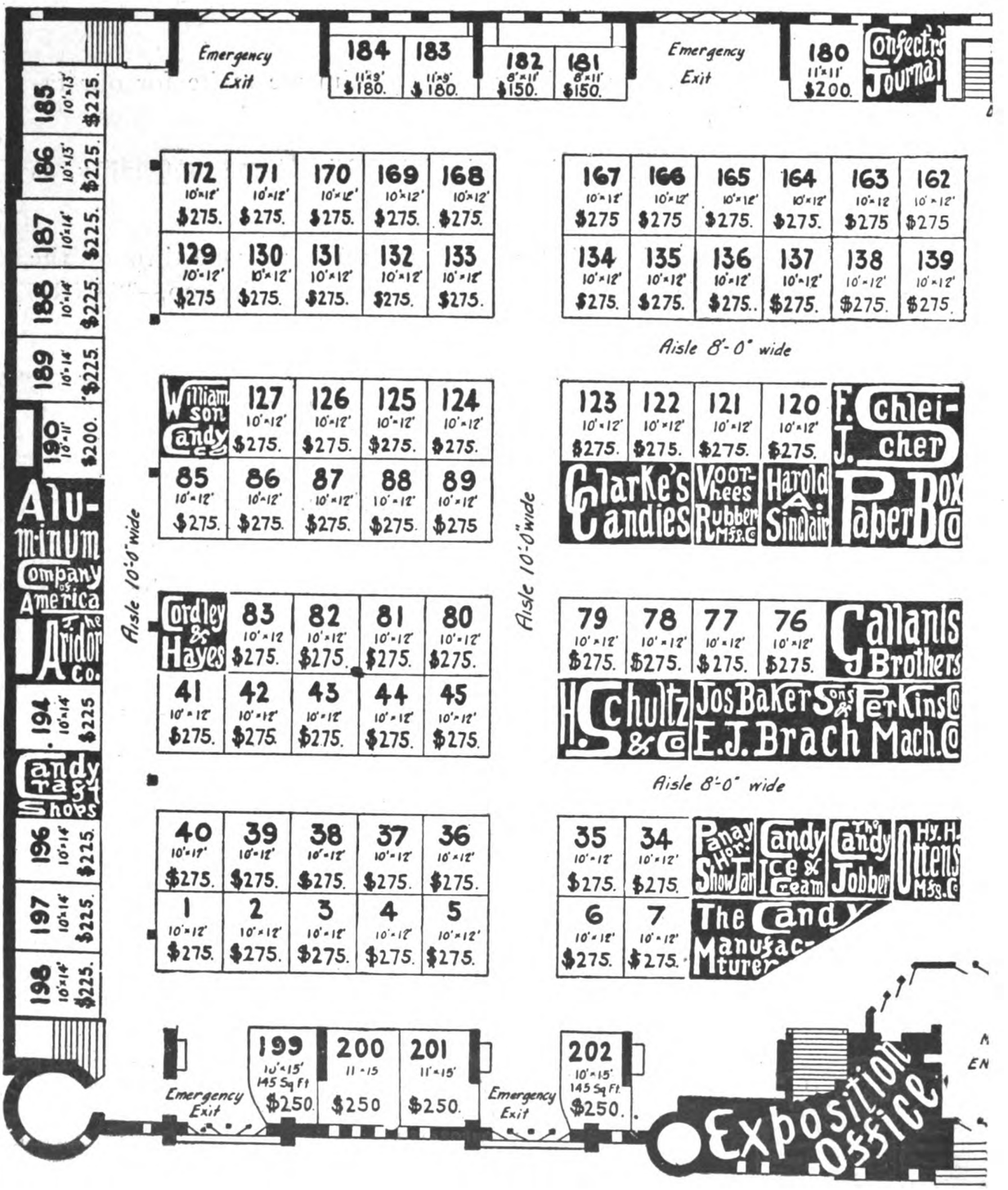
This Plat Shows Exhibit Spaces

The National Confectionery and

Coliseum, Chicago,

Choice of Location is Narrowing Down Fast.

EXPOSITIONS COMPANY OF



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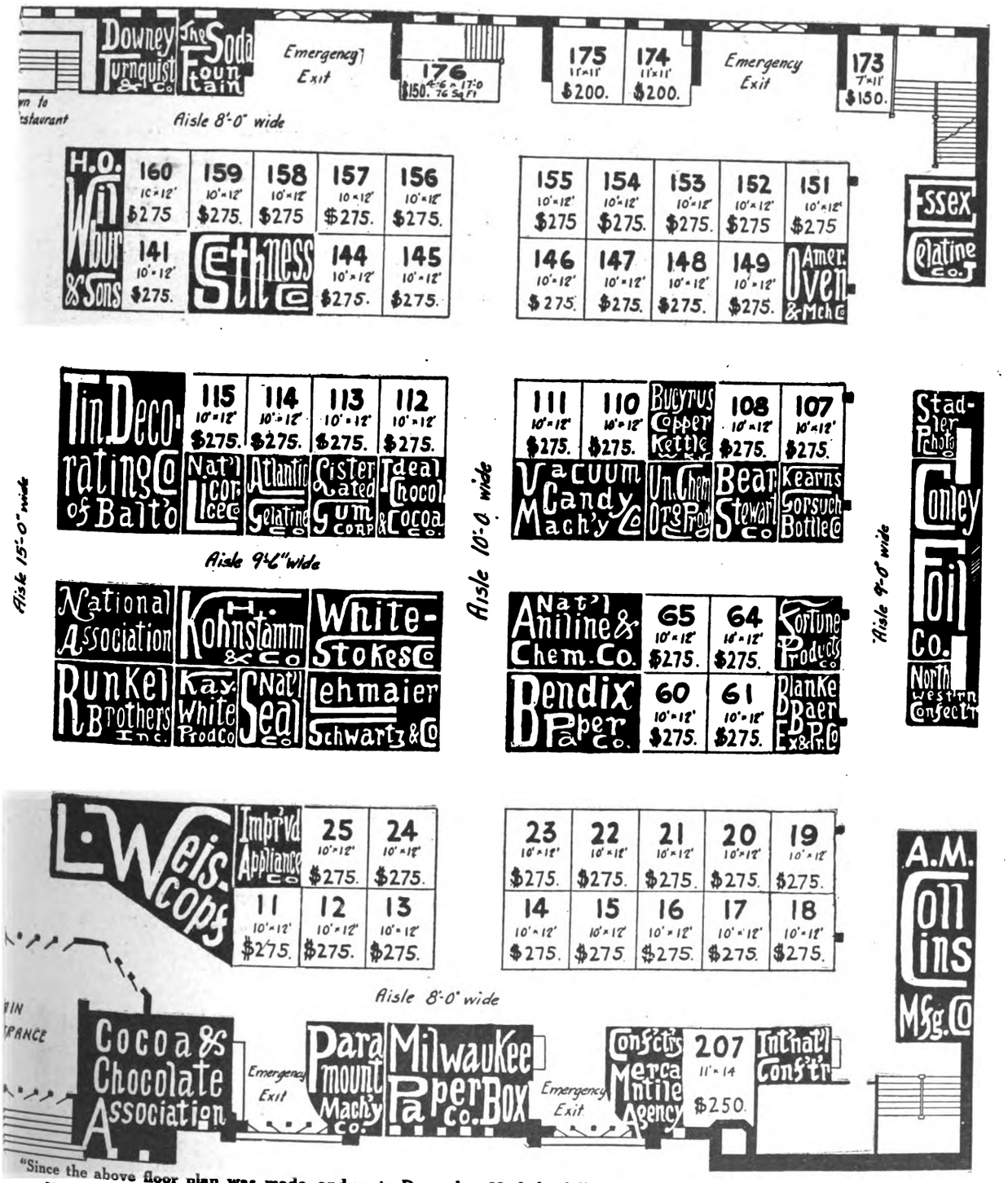
Taken as of Dec. 1st, 1921, for

Associated Industries Exposition

May 22-27, 1922

Write or Wire at Once for Space to

AMERICA 1362 CONGRESS HOTEL, CHICAGO
Telephone Harrison 205



"Since the above floor plan was made, and up to December 22nd the following additional spaces have been taken.

Haug & Company, No. 190
The Smith Scale Co., No. 141
S. E. Schonwasser Co., No. 144-145
Wm. J. Stange Co., No. 76
Panay Horizontal Show Jar Co., No. 139-162 (in place of No. 33)
Merrell-Soule Sales Corp., No. 120

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VEGETABLE BUTTERS

The Old Reliable

The Progressive Confectioner uses products which have been proven BEST for his purpose by over 25 years of quality and service.

Ask "ARMITAGE"



KOKOREKA

Pure hard vegetable butter used for thinning chocolate, caramel work, nougats, butter scotch, chews and fudges.

KO-NUT

is king for salted nuts, a pure sweet neutral nut fat for roasting salted nuts, popcorn work, slab dressing, kisses, chewing candies, ice cream cones and as a filler.

Ask "HICKEY"





PLASTIKO

A pure nut butter made plastic. Used for sandwich work, caramels, filled candies and other candy work.

PARASUB

Hard stock substitute for paraffine and excellent where a quick setting fat is required such as in Easter work, penny dipping, lower priced chocolate work, popcorn work, caramels, kisses, etc.



Our Practical Demonstrators

have solved many problems for candy makers. They are eager to give you experienced technical advice on how to obtain the best results with our products, as well as suggesting new uses for them that will save you money.

Any time you experience difficulty with your goods, write us. Our demonstrators will advise you, and if desired, when in your city, will work out your problems in your factory.

Write for free samples and booklet—"Science in Confectionery;" also for our new special literature "Uses and Abuses of Chocolate Coating" "How to Salt Peanuts" and "Popping Corn with Ko-Nut."

INDIA REFINING COMPANY

PHILADELPHIA

ORIGINAL Manufacturers of Refined Coconut Oil Products in the United States

Established 1895

LARGE STOCKS CARRIED IN PRINCIPAL CITIES

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AN UNBEATABLE COMBINATION

Mutt And Jeff And Eagle Brand Balloons

Sanitary
Sealed
Packages

Mutt: "What are you doing Jeff?"

Jeff: "Selling Eagle Brand Balloons."

Mutt: "At last you're showing signs of intelligence."



See other side of sheet

Place This Carton on Your Counter or Show Case and let the World's Fun Makers Do The Rest

Manufactured by The EAGLE Rubber Co., Ashland, Ohio, U.S.A.

NEW YORK OFFICE, 35 Union Square, West.

The World's Largest Manufacturers of Toy Balloons

Digitized by Google



Here They Come!

Prepare a Place for The Nation's Fun Makers in Your Store

MUTT and JEFF

TRADE MARK Reg. U. S. PAT. OFF. by H. C. Fisher

PICTURE BALLOONS

in Sanitary Packages

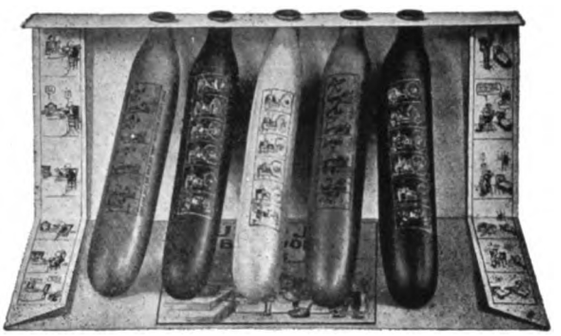
TO RETAIL AT 5, 10 and 25 CENTS

The Packages shown in Carton on opposite side this insert are a reproduction of the MUTT AND JEFF packages which are attractively lithographed in three colors. The inside of the package likewise carries a series of pictures. In fact the general appearance of the package makes it *sell on sight*, not to mention the value added to the package by five balloons bearing imprints of these two popular characters and their series of amusing pictures as shown in the leading newspapers of the country.

The ultimate consumer receives full value in balloons alone for the amount he pays for the package.

Three Sizes:

5c retail, size of package 3" x 3" (One Large Balloon)
10c retail, size of package 3½" x 6¾". (Two Balloons)
25c retail, size of package 4" x 10". (Five Balloons)



The above shows the open view of the large size package (representing "D" Assortment or 25c retail.) Note the pictures along the margin on the inside of the package; also additional pictures of Mutt and Jeff appear under the balloons, which cannot be seen in the picture.

The 25c retail package contains five balloons all of which sell regularly at 5c each. These packages are put up, in various assortments containing different size balloons. "A"—All Round Balloons. "B"—Three Round and Two Long Balloons. "C"—All Round Balloons. "D"—All Long Balloons. "E' —Two Round and Three Long Balloons.

72 Packages to Attractive Display Carton—exact reproduction shown on insert.

10c Retail package is exactly as the larger one in design containing 2 balloons—either long or round. Packed 72 packages to carton.

5c Retail Package Packed 144 to Display Carton.

AN EASIER WAY TO SELL TOY BALLOONS

Of course you've noticed how eagerly the children scramble for the section of the newspaper containing the Mutt and Jeff cartoons by Bud Fisher. They'll scramble just as hard for the Mutt and Jeff Balloons which are decorated with these funny caricatures.

Eagle Brand Balloons have the exclusive right in the toy balloon industry for the reproduction of the Mutt and Jeff characters. We have combined the ideas to help you boost your specialty profits.

Each carton of this special brand of Eagle Brand Balloons contains one gross sanitary packages like the above picture. The carton is decorated in bright attractive colors and if placed on the counter or show case where the children can see it, it will become a real silent salesman. They'll sell themselves.

The sanitary packages simplify the merchandising of toy balloons. You sell five balloons at one time instead of just a single one and they are so much easier to handle. Parents will appreciate this sealed package because it insures the balloons being delivered in a sanitary condition. Each package contains five balloons decorated in colors with the comical antics of the famous Mutt and Jeff.

The balloons are made of the same high grade rubber as all Eagle Brand Balloons and Guaranteed *fast* non-poisonous colors—another feature that will please the parents.

Mutt and Jeff Balloons are a sure fire sales proposition. They mean a quick turnover and large repeat business—and every Mutt and Jeff cartoon in the newspapers is an advertisement for you if you handle this popular brand of toy balloons.

Take advantage of this *rapid selling, sure repeat* sales proposition. It means *big profits for you.*

We manufacture Everything in Toy Balloons to Retail from 1c to $1.00 each

Advertising Balloons
Valve Balloons
Picture Balloons
Squawker Balloons
Barking Dog Balloons
All Sorts of Novelty Balloons
Also RUBBER PLAY BALLS
Inflated and Solid

All EAGLE BRAND Toy Balloon Specialties are handled by the largest and most successful jobbers.

If your jobber cannot supply you—Send us *your order* together with your *jobbers name* that we may make it possible for him to supply you in the future.

Manufactured by The EAGLE Rubber Co., Ashland, Ohio, U. S. A.

NEW YORK OFFICE, 35 Union Square, West

World's Largest Manufacturers of Toy Balloons

Digitized by Google

A better appearance makes candies sell more readily. This means more profits. Your Easter Chocolate Marshmallow Candies and all of your other Chocolate - Coated Candies will appear to better advantage if prepared with HAEHNLEN'S HARDENER. They will have a higher gloss, will not turn grey and will stand a higher temperature.

Send for booklet and quotations that show how you can please your trade and make more money for your firm.

Manufactured by
L. S. Haehnlen
3817 Wyoming St., St. Louis, Mo.

Sole Distributors
Haug & Co., Inc.
295 Broadway, New York, N. Y.

VAN-MUL

A HIGHLY CONCENTRATED VANILLA

Made of **MEXICAN BEANS** and Fortified
Will Not Freeze or Cook Out
3 drams (10 cents) Flavors 100 lbs. Candy
¼-oz. (7c) Flavors a 5½-Gal. mix of Ice Cream

MANY SATISFIED USERS

Can be made into an Extract by adding warm water—1 pound makes 2 gallons.

PRICE—PER POUND

1 pound Containers	$5.00
5 pound Containers	4.50
Special Contract Price	ORDER NOW

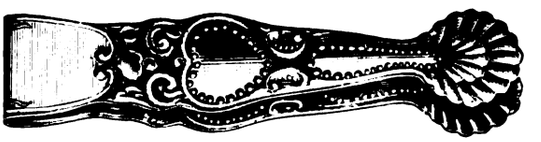
True Fruit Extracts

STRAWBERRY	APRICOT	$7.50 per gallon in 6-gallon cases—one kind or assorted.
RASPBERRY	PEACH	
BLACKBERRY	GRAPE	
LOGANBERRY	CURRANT	
PINEAPPLE	CHERRY	

Downey-Turnquist & Co.
Manufacturing Chemists
SODA WATER FLAVORS TRUE EXTRACTS
537 N. Dearborn St., Chicago, Ill.

CANDY TONGS, SPOONS AND FORKS

Made in gold or silver finish. Give that desirable finishing touch to a high grade box.



Pattern No. 189 for 1 lb. boxes



Pattern No. 79 for ½ lb. boxes

We also specialize in embossed seals and bon bon cups, tinsel cord, box mats, etc. Let us know your wants.

William W. Bevan Co.
54 High Street, Boston, Mass.

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THE BALL 'EM OUT

Reg. U. S. Pat. Office

Attention Jobbers!

Your New Year's resolution should be to meet the demand of the particular public by supplying them with the Ball 'Em Out Bar.

Supreme in its quality and flavor. Competition is unknown, as its composition is entirely new. Wrapped in an attractive foil wrapper.

Your anticipation is gratified when you sample this bar with the "surprise center."

Write us immediately for samples and prices that we may prepare for your demands.

THE STANDARD CANDY CO.
DULUTH, MINN.

GOLD MEDAL PECANS

ARE Up to a Standard, Not Down to a Price. The Best Confectioners Will Have No Others.

Southland Pecan Co.
COLUMBUS, GEORGIA
GROWERS and SHELLERS

WAN-ETA



THE BEST NEW YEAR'S RESOLUTION IS— USE AND SELL WAN-ETA PRODUCTS

Massachusetts Chocolate Co.,
BOSTON, MASS. BURLINGTON, VT.
Makers of
COCOA POWDER CHOCOLATE LIQUOR
CONFECTIONERY CHOCOLATE COATING

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"Tomorrow Is St. Valentine's Day"



You'll Sell Valentine's Day Candy By the TON in This Heart-Shape Box

Get up a stunning window as fast as you can—featuring your candy in this beautiful hinge cover, heart-shape Tindeco candy box—the timeliest package that you can get for Valentine's Day selling. You'll see your candy moving out as you never dreamed of before. Not only that, but you'll permanently attract a class of business that will mean something worth while to you.

PRICE PER HUNDRED

	Rose Heart		Plain Red Heart (Gold Edge)	
In Lots of	1 lb.	2 lb.	1 lb.	2 lb.
100	$36.00	$38.00	$29.50	$30.50
250	35.50	37.00	29.00	29.50
500	35.00	36.50	28.50	29.00
1,000	34.00	36.00	28.00	28.50
2,500	33.50	35.50	27.50	28.00
5,000	33.00	34.50	26.50	27.00
10,000	32.50	34.00	26.00	26.50

THE TIN DECORATING COMPANY OF BALTIMORE, MD.
DEPT. H
(The Largest Metal Decorating Plant In The World)
MANUFACTURER OF

TINDECO

Decorated Tin Packages

Digitized by Google

PINWHEELS

If you are not handling it, ask your Jobber friends about it.

Packed in the bullet box.

Penny size, 120 count, for the young people.

In 5c packages, containers of 24, for the grown-ups.

F. M. PAIST COMPANY

PHILADELPHIA, PENNA.

LOWNEY'S

5c and 10c

Cream, Solid and Nut Chocolate Bars

fill every need in any jobber's line of bar goods and are open for the general jobbing trade throughout the country.

Inquiries and Business Solicited

The Walter M. Lowney Company

427 Commercial Street
Boston - Massachusetts

Mr. Dealer—

Prepare to increase your sales in 1922 by having plenty of our

NEW, BIGGER, BETTER, PENNY GOODS

in stock. We are also making some new

EASTER NOVELTIES TO BE RETAILED AT

5c and 1c each

These are sure winners

ORDER NOW

Samples on request

The LAUER and SUTER Company, Baltimore, Md.

Digitized by Google

IT'S A GO!

It's Selling Big!
It's A Wonder!
It's A 10c Piece!

but it's worth more

ONCE TASTED THE PRICE IS FORGOTTEN

It's PRICE is RIGHT, too!



40 Boxes to the Case

The most pleasing and satisfying candy and nut combination ever offered



Planters

Nut and Chocolate Company

Wilkes-Barre, Pa. Suffolk, Va. New York San Francisco
Boston Chicago

Send for sample and get a few cases started to stimulate early January business.

Digitized by Google



Bacon's List of Easter Novelties

10c. Choc. Cream Rabbits
10c. Choc. Cream Fiddlers
10c. Choc. Cream Hogs
10c. Choc. Cream Cats
10c. Choc. Cream Roosters
10c. Choc. Cream Squirrels
5c. Choc. Cream Rabbits
5c. Choc. Cream Porkers
5c. Choc. Cream Crosses
(All Goods Are Solid)

Full Line of Easter Eggs from 5c to $5.00, Plain and Decorated

PENNY CHOCOLATE CREAM EGGS
PENNY CHOCOLATE M M EGGS

Manufactured by
The D. Bacon Company, Harrisburg, Pa.
Write for prices.



THE HIGHEST ATTAINMENT in Marshmallow making. Distinctly superior in texture, flavor, package and keeping quality.

Well advertised in popular magazines. Quick sellers. 1 lb. and ½ lb. boxes. 5 lb. cartons.

Rochester Candy Works, Rochester, N.Y.

SOCIÉTÉ

LA CELLOPHANE

FRANCE

ANNOUNCE

Birn & Wachenheim

121 West 17th Street
NEW YORK

THEIR AMERICAN AGENTS

FENESTRA

IS THE TRADE NAME USED IN AMERICA

SAMPLES ON REQUEST

All full size sheets will now be trimmed on all four sides.

SUBAGENTS FOR CANADA
M. S. KILBY, Reg'd
TORONTO ONTARIO MONTREAL QUEBEC

Digitized by Google



The Power of Color Turns a Package into Coin

The man who can properly use color on a folding box or a wrapper is an artist of no mean ability. Note the word *properly*. That means more than the ability to paint or draw. It means a complete knowledge of color as it relates to the buying impulse. The *intelligent* use of color on

CARTONS, LABELS WINDOW DISPLAYS POSTERS

means sales — and turning a package into coin. The years have given us the skill that helps put selling speed into merchandise of all kinds. This we do with good design and well placed color. We print millions of fine cartons for thousands of top-notch concerns at the right price — and in large or small quantities.

THE UNITED STATES PRINTING AND LITHOGRAPH COMPANY
Cincinnati, 130 Beech Street



Collins HONEY SCOTCH

(Improved Butter Scotch)

A quality candy specialty. Six years of constantly increasing sales. Sold by jobbers from coast to coast and from Minneapolis to New Orleans.

The Scotch Without Regrets For Summer Trade

5c 10 pieces to a boat
30 boats to a box
24 boxes to a case
Also bulk, in 10 and 20 lb. cases

Samples and Prices on Request

J. N. COLLINS CO.

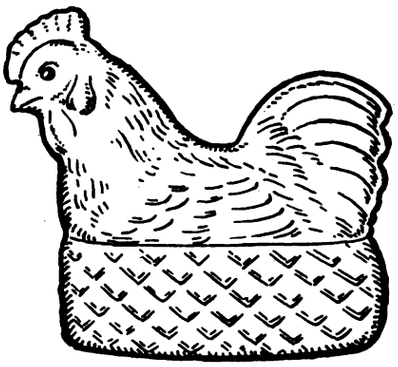
Minneapolis, Minn.

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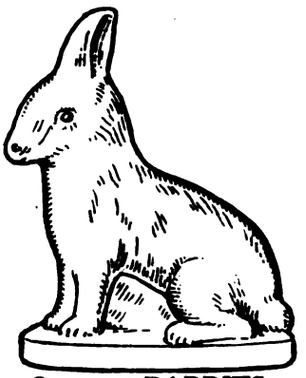
J. E. McGOLRICK
BROKER IN
COCOA-BEANS COCOA-BUTTER
75 FRONT STREET NEW YORK CITY

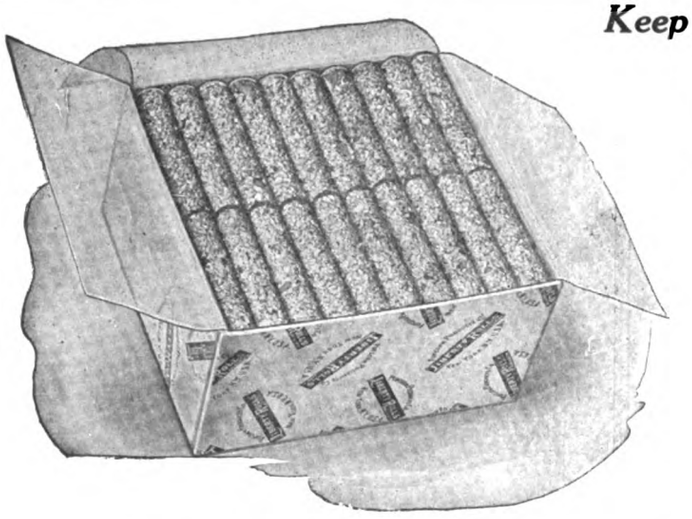
FOIL
Plain, Embossed and Mounted
FOIL of QUALITY
STANDARD ROLLING MILLS, INC.
363 Hudson Ave., Brooklyn, N. Y.

Place That Order Now!
FOR
Ice Cream Pails, Egg Boxes
Brick Ice Cream Boxes
Folding Candy Boxes
Pastry and Cake Boxes
BRIGHTWOOD SPECIALTIES
THE EDWARD S. SMITH CO., Inc.
437 Berkshire Avenue
BRIDGEPORT, CONNECTICUT


One cent HENS

Easter Novelties!
Between these two,
Are profits for you.
Samples and prices
To Jobbers only.
J. W. GLENN
Original Manufacturer
PURE CHEWING GUM NOVELTIES
65 Carroll Street Buffalo, N. Y.


One cent RABBITS



Keep your trade well supplied with
LIBERTY ROLLS REG. U.S. PAT. OFF.
Delicious Combination of
POPCORN
SUGAR
COCOANUT

The "Steady Repeater" of the Popcorn Industry

Manufactured and Guaranteed by
The Popcorn Products Co., 1 Desbrosses St., New York

P. S. LIBERTY ROLLS REG. U.S. PAT. OFF. *are packed 120 count*

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I Challenge the *Biggest* of 'Em



to produce a concentrated, artificial Vanilla that equals, or even *approaches,* in flavor, or in potency, my superb—

Vanisco

One gallon does the work of 22 gallons of Vanilla extract and does it BETTER, because the flavor is *richer,* and—

"The Flavor Lasts"

One ounce flavors 200 lbs. of candy or 40 gallons of Ice Cream—wonderfully!

Vanisco

has *proved* its case, year after year for many years.

Hundreds and hundreds of live candy manufacturers, big and little, now *tie* to Vanisco—won't trifle with any other Vanilla at *any* price.

How come?

Because I camped on their trail till I just *made* them give Vanisco a *test*—and the test opened their eyes to what they had been missing.

Now "Billy Bell" can have anything they've got. They used to call me a "dang little nuisance," now they call me their best friend.

That's why so many salesmen of competing extract houses ask me for a chance to handle my line.

As one applicant said: "Billy, the only way for a salesman to win is to *pick winners;* and Vanisco is so hard to sell *against* that I'm just itching to show the rest of my trade what a winner you've got. Too durn many of 'em know it now for my comfort and that's why I'm here."

Test it, Brother Candymaker

Single Gallon $28.00
Single Pint 4.25



The Tisco Company

WM. M. BELL, Pres.
2 East Lake St., CHICAGO

Northwest Office
523 Metropolita Life Bldg.,
Minneapolis, Minn.

Southwest Office
208 E. Myrtle St.,
San Antonio, Texas

TISCO
MASS

concentrated Soluble Flavors

2 oz. to 100 lbs. Candy or Icing. Increase gloss on cream Bon Bons and Patties. Minimize splitting of Cream Centers. Add to finish of Hard Candies. Give body to syrup.

Price Per Pint

Lemon $4.00
Orange 6.00
Peppermint 5.50

Tisco Mass Flavors are not Oils, Emulsions or Extracts. Made only by the Tisco Laboratories.

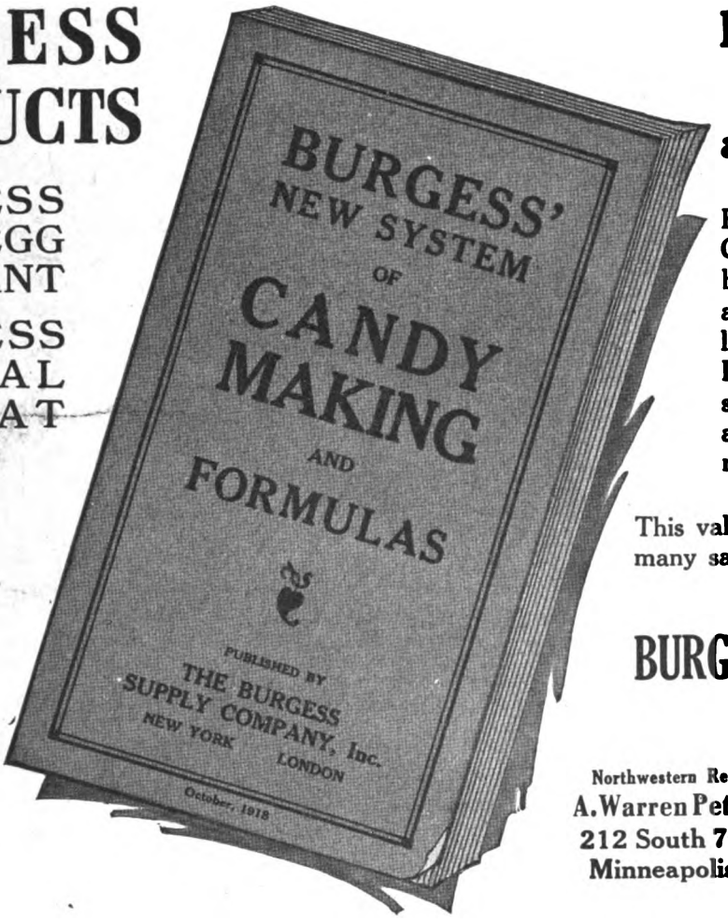
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BURGESS PRODUCTS

BURGESS CREMEGG FONDANT

BURGESS SPECIAL NOUGAT

We will gladly mail a copy of this book to any manufacturing Confectioner, free, upon request.



Burgess' New System of Candy Making and Formula Book!

BURGESS' NEW SYSTEM of CANDY MAKING and FORMULA book contains many valuable recipes and suggestions. This book is published by Burgess Practical Service Department, which will make a special effort to suggest a remedy for any trouble you may have in the manufacture of candy.

This valuable service is maintained for our many satisfied customers.

BURGESS SUPPLY CO., Inc.

NEW YORK, N. Y.

Northwestern Representative
A. Warren Peterson Co.
212 South 7th Street
Minneapolis, Minn.

Pacific Coast Representative
Marston-Greening Co.
1271 East 6th Street
Los Angeles, Cal.

FOR A BETTER YEAR

Follow the Example of Those Who

MADE MONEY

With Our Line of Penny and Five Cent

Business Stimulators

Known as the METRO *"Better Candies"*

The Metro Chocolate Co., Inc.

122-124 WASHINGTON AVE., BROOKLYN, N. Y.

Samples cheerfully sent.

Digitized by Google

We take this opportunity to thank our friends in the candy industry for their hearty co-operation extended us during the year 1921 and we wish to convey to you all a very

Happy and Prosperous New Year

THE Discriminating buyer is looking for a means to Insure a successful New Year and Needs Products which will Bring Prosperity to him.

We are ready to go to Bat—
You are the Umpire—
The consumers are the Fans.

Announcing for 1922

5c a smash

"THE WORLD'S CHAMPIONS"

5c a smash

Representing a sucker on stick with each individual player's name imprinted across chest.

We are sure you are anxious to score a Winner and we are confident that this will be the Longest Hit of History.

Don't wait for the salesman to call—we will cheerfully submit samples and prices—LET'S GO.

THE EUCLID CANDY CO.

Live Wire Candy Artists.

1397-1403 WEST SIXTH ST., CLEVELAND, O.

Digitized by Google

Concerning Paper Boxes Do You Know—

That Youse Boxes are the product of 52 years of experience.

That Youse creates Boxes for every line of high-grade candy.

That Youse Boxes Carry An Appeal Which Means Increased Sales.

That Youse gives as much time and care and thought to small buyers as to the largest.

That Youse features extension top, padded boxes; hand-painted, satin and ribbon decorated; Easter and Valentine specialities.

C. J. Youse Company

(Established 1869)

HOLLIDAY & SARATOGA STS.,
BALTIMORE, MD.

For Better Refrigerating Brine at Low Cost

Whether in a large plant or in a small plant you will find that by using the superior brine medium,

SOLVAY

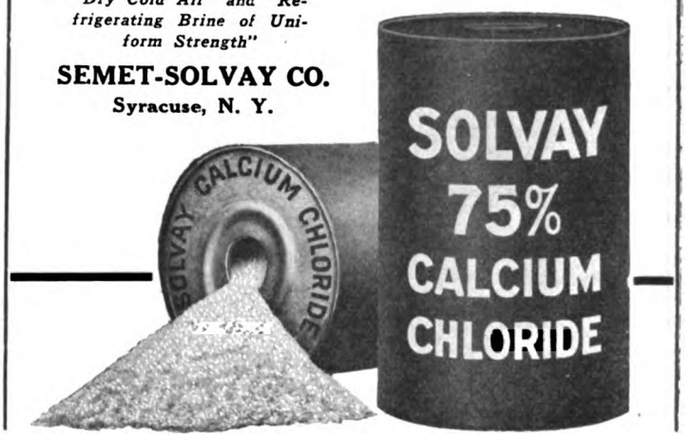
75% Calcium Chloride

an increase of 15% in the quality of brine and a corresponding decrease in the cost of production will result. It furnishes a free-circulating alkaline brine which, under ordinary conditions, will not corrode or injure the pipes.

Thirty-six distributing points throughout the country insure the prompt shipment of your order.

Write for Free Booklets "Dry Cold Air" and "Refrigerating Brine of Uniform Strength"

SEMET-SOLVAY CO.
Syracuse, N. Y.



"Colonial Brand" 5c Bars



Colonial Matinee Mints
Colonial Cocoanut Delights
Colonial Nut Mellows
Colonial Butter Puffs
Colonial Nut Chews
Colonial "Martini"

Sure Repeaters

24 bars to carton **40 cartons to case**

Write for samples or trial cases

A Full Line of Easter Eggs

Colonial Confectionery Corporation
Howard & Norris Sts.
Phila., Pa.

Established 1898

The House for the Popular Candies

"Jordan Almonds" *and* Pan Specialties

Send for Samples

Manufacturers of

Sugar Coated Raisins

G. CASALE & SONS
21 Dodworth St., Brooklyn, N. Y.

Digitized by Google

OUR SPECIALTY

Crystal White Confectioners' Corn Syrup....

AMERICAN MAIZE-PRODUCTS CO.
No. 135 William Street
NEW YORK CITY, N. Y.

GELATINE

Our gelatine is guaranteed to be absolutely pure and to stand the most severe tests of all present food laws.

Our fifty-four years of experience have so perfected our gelatine that it will produce incomparable marshmallow and Confectionery Specialties.

Milligan & Higgins Gelatine Co.
Established 1868
222-224 Front Street, New York City

1875 - Forty-Seven Years - 1922

Experience in Manufacturing

QUALITY CANDY BOXES

PLAIN, FANCY, CARRIED IN STOCK
SPECIAL DESIGNS TO ORDER

Let Us Estimate on Your Requirements for 1922

"DEISROTH BOXES INSURE SALES"

ORDER YOUR VALENTINE HEART BOXES *NOW!*

W. H. DEISROTH CO., Inc.
713-15 Spring Garden St., Phila., Pa.

QUALITY *SERVICE* *SUCCESS*

Digitized by Google

A New Year's Call



In olden days Everybody kept Open House and Open Heart on New Year's Day.

And Everybody made New Year's calls—

And Everywhere blazing logs and good cheer greeted the caller whose password was: "Happy New Year." And whatever misunderstandings there had been, went into the past with the Old Year.

In the march of Progress, in the hurry of Everyday affairs, old New Year's customs have been packed away only to become fragrant memories of warm hand clasps and good wishes.

Nucoa is getting out the old custom of making calls on New Year's—is donning its silk hat and calling in spirit on its friends from Maine to California—from Japan to Australia.

And we're asking our loyal friends, many of whom we have served for more than a quarter of a century, to join us in ringing out the past year and its business trials, and ringing in 1922 with hope and courage.

Here's a friendly hand clasp across the miles—and

A Happy New Year!

NUCOA COCOA VANILLA SUGAR HEALTHFUL CONFECTIONERY TRADE NUCOA MARK

THE NUCOA BUTTER CO.

Makers of Coatsit Firmtex
Nucoa Butter Nucoline Plastic Nucoline

Complete warehouse stocks maintained at principal distributing centers

Refinery Sales Department

297 FOURTH AVENUE NEW YORK CITY

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EASTER SPECIALTIES

Have you ever seen
OUR

Line of Beautiful, Artistic Decorated Eggs

Chocolate Shells, filled with Blue Mountain Chocolates
6 Designs 6 Sizes

New, Artistic, High Grade

Chocolate Nests with Tinfoil Wrapped Eggs
4 Sizes

CHOCOLATE RABBITS

8 Sizes

Fruit and Nut Eggs, 5 Sizes

Delicious flavored Vanilla Cream.
Full of Hawaiian Pineapple, French Cherry Glace, California Walnuts

NOVELTIES---YOU HAVE NEVER SEEN

THIS MEANS BUSINESS—YOU MUST BE INTERESTED

Write us—and we will send our salesmen to call on you.

Cascade Industries Co., Inc., Cascade, Maryland

Manufacturers of BLUE MOUNTAIN CHOCOLATES
Pure as Nature

PURE TIN FOIL

Plain or Embossed
Any Color Any Printing
Mounted on all kinds of paper
In sheets or
In rolls for automatic packing machines

Lehmaier, Schwartz & Co., Inc.
Established 1878
Superior Quality *Best of Service*
215 East Twenty-second St.
New York City
Samples and designs gladly furnished

TIN FOIL COMPOSITION



How fast they go!

Everybody wants them—kiddies and grown-ups, too. Wholesome purity and popular flavor make them continual repeaters, lively profit-bringers.

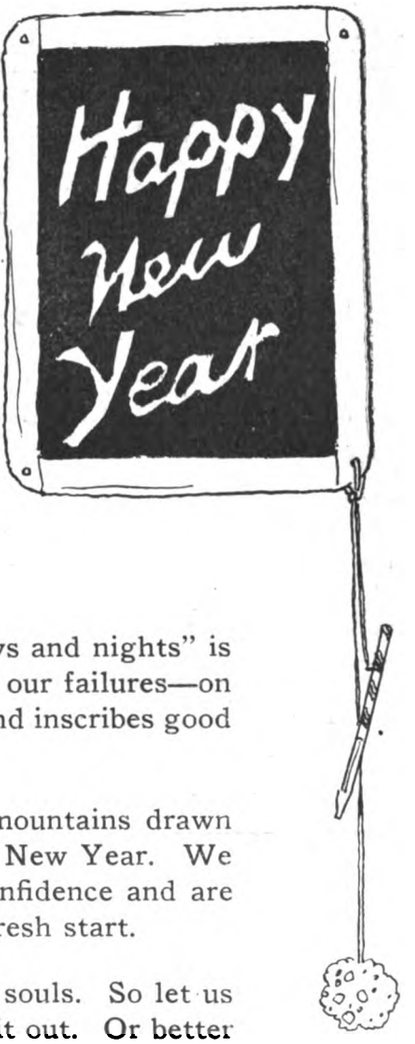
Packed in air-tight tin cans in various sizes. Write for prices.

MANUFACTURING CO. OF AMERICA
Philadelphia, U. S. A.

ATLANTIC MINTS

Digitized by Google

The Slate and The Sponge



Remember the Little Red School House, the slate with which you started to learn the 3 Rs, and the kindly sponge that wiped out all mistakes and gave you a clean, fresh start every day?

So Life's Great "checker board of alternate days and nights" is the Slate on which we write our successes and our failures—on which Father Time takes his "pencil in hand" and inscribes good times and bad times.

Frequently business difficulties loom up like mountains drawn on the Slate. But mercifully along comes the New Year. We are handed a brand new sponge soaked in Confidence and are invited to wipe the Old Year out and take a fresh start.

1921 has been a year that has tried the bravest souls. So let us as one discouraged brother suggests—"wring" it out. Or better still let us use the kindly confidence-soaked sponge and start 1922 with clean, shining slates, and pencils sharpened to write more business than in any of the previous years.

We are holding up our clean slate for each and every one of our customers to read the first line written on it—

A Happy and Prosperous New Year

American Cocoanut Butter Company

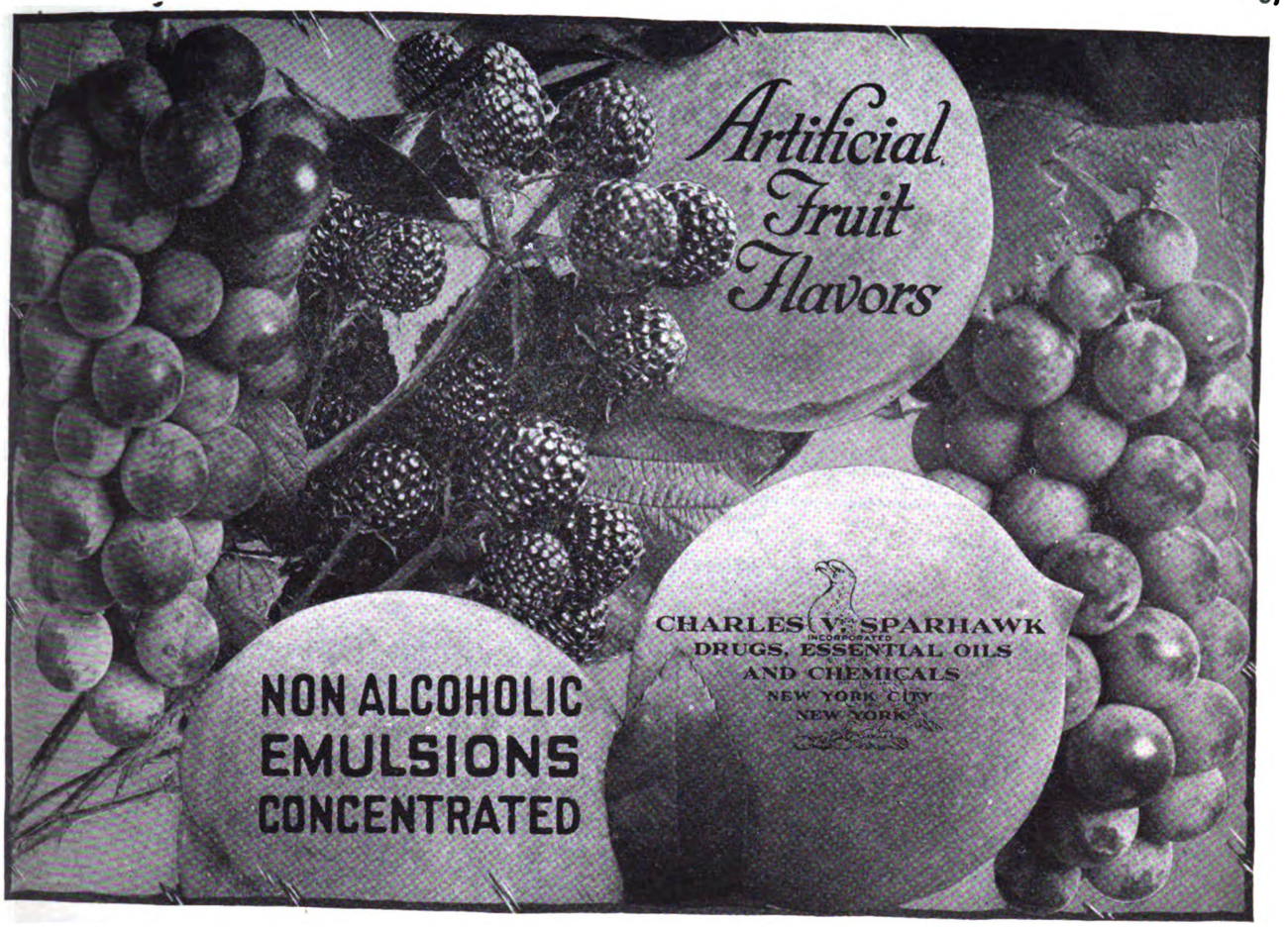
Makers of ACOMO, ACOMINE and MAROKO

CHICAGO
127 N. Dearborn St.

NEW YORK
297 Fourth Ave.

To insure prompt service, complete warehouse stocks are maintained at the principal distributing centers.

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Nearly Five Million

Buyers of Good Candy

are being made acquainted with delicious Coffee Flavored

RADEMAKER'S HOPJES

Through our Advertising in Good Housekeeping and other Magazines and Newspapers

Many of YOUR Customers—

are among those who have sent for acquaintance packets of this most delicious and unique imported confection. There is nothing on the market which equals the rich and individual flavor of Hopjes — people who have once tasted them will accept no substitute. Your customers will insist on Rademaker's Hopjes, which for the past three quarters of a century have enjoyed the largest single sales of any confection in Europe.

Write today for Prices and Samples

LINDT CHOCOLATE CO., Sole American Distributors **11 W. 17th St., N. Y. City**

Did you Ever eat DUTCH CANDY?



M-M-M but they're delicious!
Coffee Flavored Ca.amels

Send 15c for Acquaintance Packet of

★ *Genuine* **RADEMAKER'S HOPJES**

Famous for half a century
Imported from the Hague, Holland

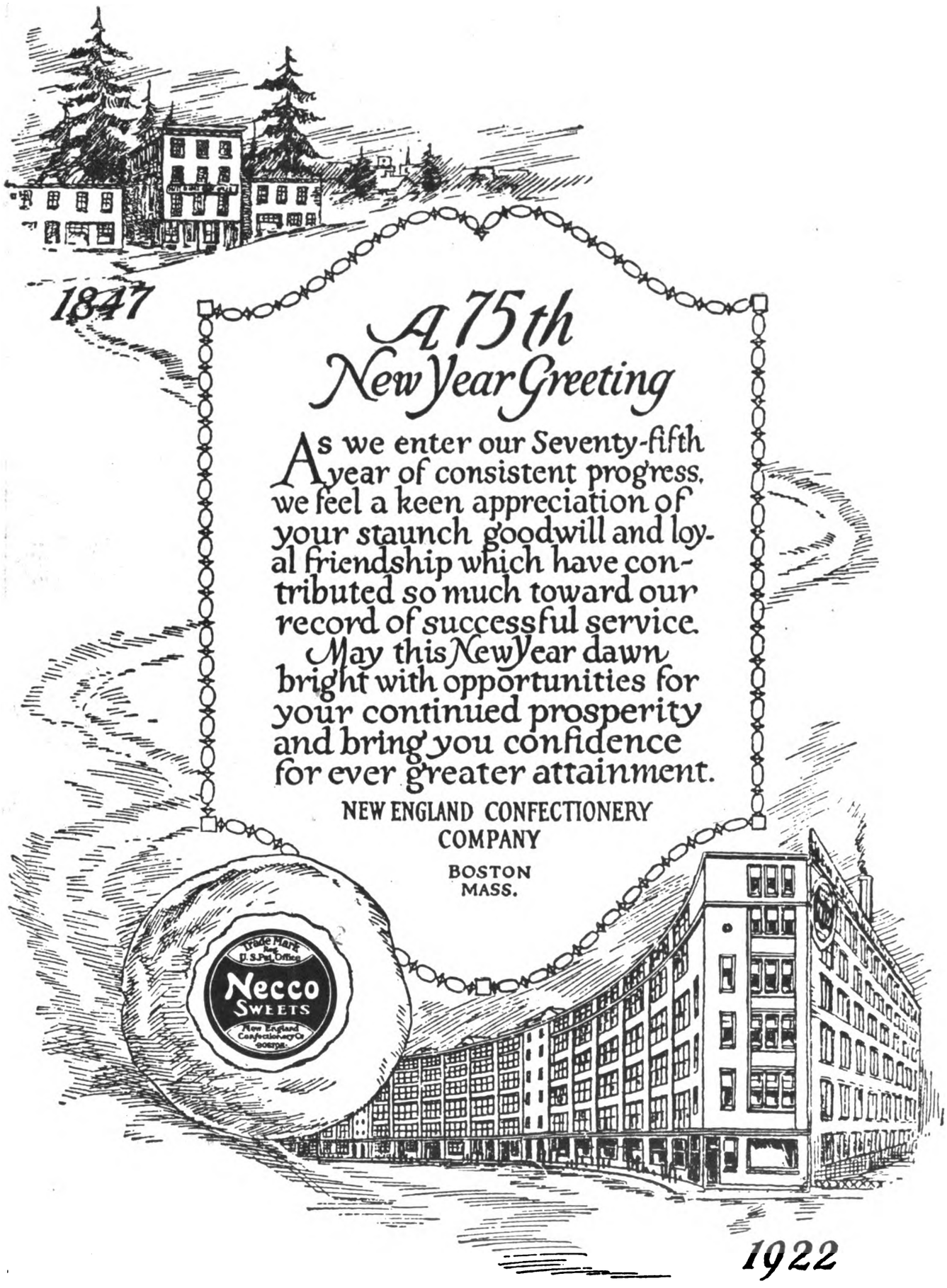
For 15c and Dealer's Name we will send Acquaintance Packet

Rademaker's Hopjes are sold in 15c, 50c, $1.00, $1.50 and $2.00 packages. Dealers wanted everywhere.

LINDT CHOCOLATE CO., 11 W. 17th St., N. Y. City

Reproduction of our distinctive advertising now appearing in prominent Magazines and Newspapers.

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FOR ATTRACTIVE CANDY PACKING
MONARCH QUALITY PAPER BOXES







WE SPECIALIZE IN QUANTITY PRODUCTION

SUPERIOR QUALITY AND SERVICE
MONARCH NUSBAUM PAPER BOX COMPANY INC.
BUFFALO NEW YORK
EASTERN REPRESENTATIVES THE BRISTOL INDUSTRIES INC Woolworth Building NEW YORK CITY

GET OUR QUOTATIONS BEFORE PLACING YOUR NEXT CONTRACT

Manufacturers of Specialties in Paper for Confectioners

Hollis & Duncan;

724-732 W. Lake Street
CHICAGO, ILL.

Chocolate Dividers
Layer Boards
Pail Liners
Circles of All Sizes
Glassine Nut Bags
White Bond-Paper Bags

STANDARD SIZES AND THICKNESSES READY FOR SHIPMENT

We make a heavy folding Candy Box from white board, coated both sides. Reasonable in price and very satisfactory to users.



Write for Samples and Prices

Pail Fillers
Box Liners
Dipping Papers
Bon Bon Cups
Pail Laces
Transparent Bags
Tissue Excelsior

SPECIAL SIZES MADE TO ORDER

ANNOUNCING

The KATAHDIN

Line of HARD CANDIES and
FANCY GLOSS GOODS

Made by the Manufacturers of

"MARY JANES" REG. U. S. PAT. OFF.

"DEAROS" REG. U. S. PAT. OFF.

CHARLES N. MILLER CO.
BOSTON **CHICAGO**

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The American Chocolate Almond Co.

Green Almond Brand TRADE MARK

JERSEY CITY-N.J.

Purest in Quality and Best in Price

WE SPECIALIZE IN THE MANUFACTURE OF

Chocolate Coated Almonds
Chocolate Coated Peanuts
Chocolate Coated Filberts
Chocolate Coated Caramels

Our facilities enable us to quote lower prices than any other house in the country.

Also

FIVE CENT CHOCOLATE PEANUT BARS — Packed 40 to a box
ONE CENT CHOCOLATE PEANUT BARS — Packed 100 to a box

These Are Excellent Eating Pieces and Big Sellers



Paris Exposition
1900
The Highest Award
Gold Medal and
Diploma
Was Given

A. M. TODD'S ESSENTIAL OILS

Crystal White Double Distilled
THE LARGEST ESSENTIAL OIL WORKS IN THE WORLD

A. M. TODD COMPANY
Main Office
KALAMAZOO, MICH.

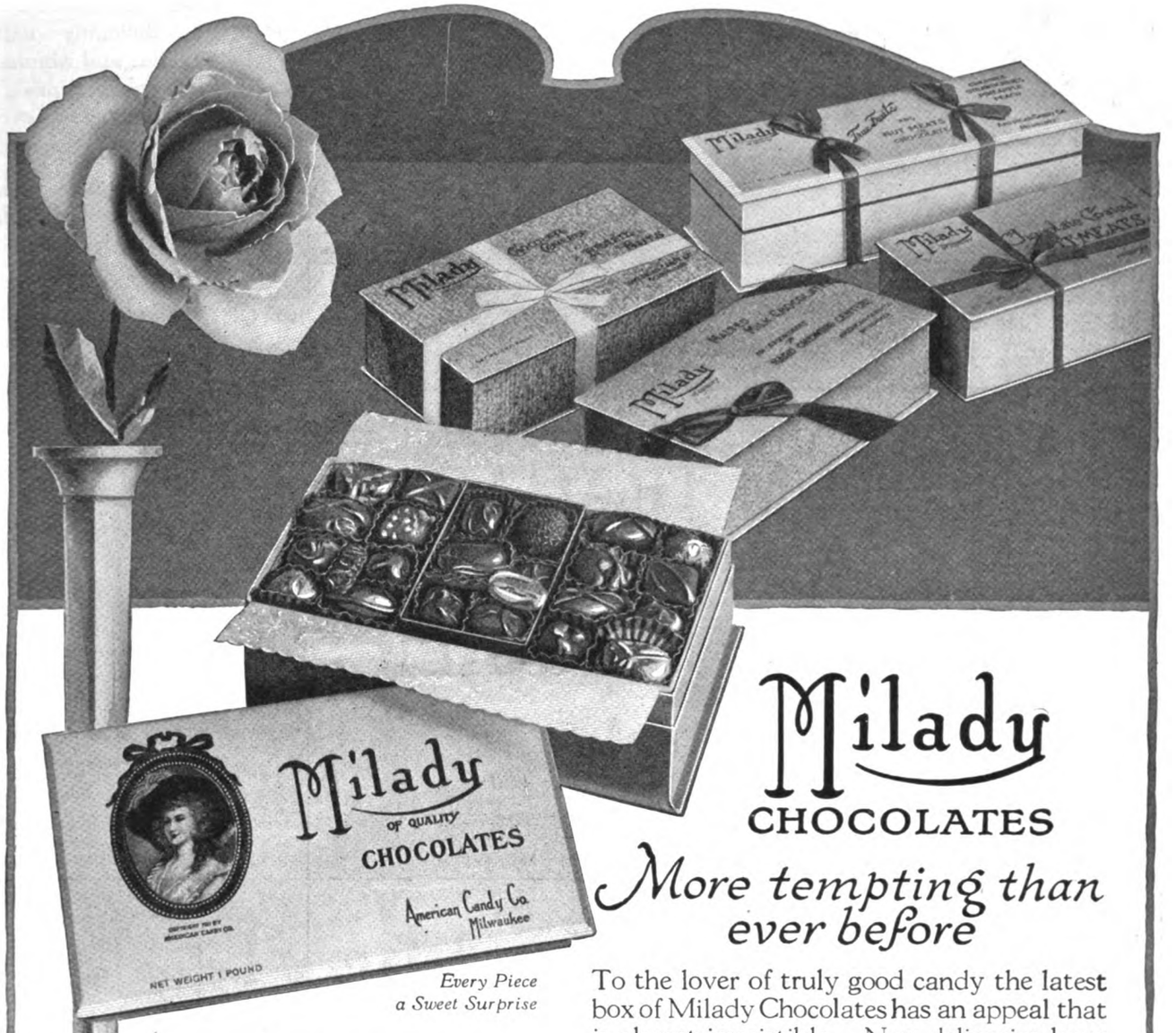
GLOBE BRAND
FANCY SHELLED RICE POP CORN



ALWAYS POPS
CRISP TENDER SWEET

The Albert Dickinson Co.
Minneapolis Chicago

Digitized by Google



Milady CHOCOLATES

More tempting than ever before

Every Piece a Sweet Surprise

Milady Chocolates
Every Piece a Sweet Surprise
$1.25 the pound

Milady
Assorted Dipped Nuts
Sweet Chocolate
$1.25 the pound

Milady
True Fruits and Nuts
In Chocolate
$1.50 the pound

Milady
Malted Milk Chocolates
Nougat, Caramel, Butterscotch
and Nut Cream Centers
$1.25 the pound

Milady
Chocolate Covered Brazil Nuts
$1.25 the pound

To the lover of truly good candy the latest box of Milady Chocolates has an appeal that is almost irresistible. New delicacies have been added, new centers, new shapes and new flavors are included, making Milady Chocolates more attractive and more delicious than ever before.

Most attractively arranged, with each chocolate-coated delicacy in a uniform place, these dainty confections, due to improved and *most secure* packing, always reach the purchaser in perfect condition—as inviting in their appetizing arrangement as when they leave our inspection department.

Territory Available for Quality Wholesale Distributors

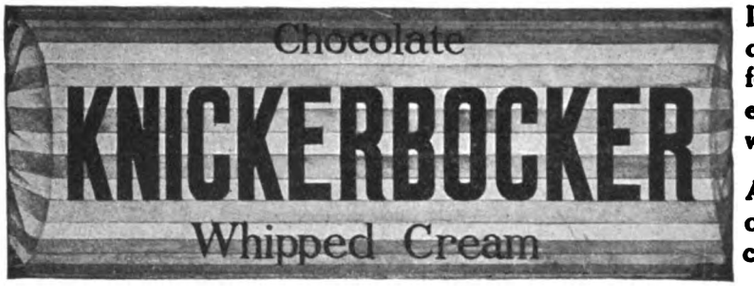
AMERICAN CANDY COMPANY

Makers of Rex Brand Confections

MILWAUKEE, U. S. A.

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CHOCOLATE
Moulded Nut and Cream Bars
Tin Foil Wrapped
Knickerbocker Bars
Choc. Whipped Cream
Choc. Cocoanut Cream
Choc. Operanut
Choc. Peanut Cluster
Butter Scotch
5 BIG Sellers
Retails for 5 cents



Net Weight 1¼oz.—24 Bars to Carton—48 Cartons to Case

D. ARNOULD CO., 385 Canal Street NEW YORK, N. Y.

Its delicious eating qualities and wonderful food value appeals to everybody and everywhere.

Also complete variety of 5-lb. bulk chocolate cream.

Samples and Prices Upon Request

GUM TRAGACANTH
VANILLA BEANS
GUM ARABIC

THURSTON & BRAIDICH
27 CLIFF STREET
NEW YORK

Candy Jobbers, Ahoy!

We are embarking on the troublous sea of 1922 competition. To navigate our ships successfully and safely, we must have on board no deadhead cargo—only QUICK-MOVING, PROFITABLE merchandise. Before closing the hatches, see C L O S E ' S big line of

Close's CAMBRIDGE, MASS.

Penny Goods - BIGGER AND BETTER.
Bar Goods - - NEW NUMBERS—FINEST QUALITY.
Easter Novelties

WRITE FOR SAMPLES & PRICES ALWAYS RELIABLE

The George Close Company Cambridge 39, Mass.

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FLEXO
Chocolate Bars

also

Dulce	Favorite
Tubes	Rope Twist
Bricks	Cigars
Whips	Cigarettes
Whistles	Curved Stem Pipes
Indian Plug	Navy Plug
Night Sticks	*Buffalo Sticks
*Lozenges	*Wafers

*Y & S; Scudder and M & R Stick Licorice

Items marked with Star Shipped from Brooklyn factory only

NATIONAL LICORICE COMPANY
ANTECEDENTS
Established 1845

MAIN OFFICE
MOLINE, ILL. BROOKLYN, N. Y. MONTREAL

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Milk Chocolate Covered

Raspberry Hearts
Vanilla Bar
Maple or Mint Wafers
Lemon Sherbets

Exceptionally Good New Numbers Always Predominate

Dark Coatings

Marshmallow Bar

Peanut Crispy Krunch

THIS IS WHY WE ARE OFFERING AS LEADERS THE ABOVE

PENNY GOODS

Packed 120 Net Count—40 bx. to Case

WE ALSO HAVE A FULL LINE OF **HARD CANDY PENNY GOODS** SUGAR ROLLED FOR SUMMER

Hardie Brothers Co., Pittsburgh, Pa.

Quotations on Application—To the Jobbing Trade Only

BLOME'S GILT EDGE CONFECTIONERY.

Reg. U. S. Pat. Off.

Sold to Jobbers only.

We Manufacture:

STICK CANDY	MARSHMALLOW GOODS	PENNY GOODS
LOZENGES	ACIDULATED GOODS	PAIL SPECIALTIES
PAN WORK	HIGH GRADE CHOCOLATES	JAP SPECIALTIES
A. B. GUM WORK	FINE HAND MADE BONBONS	PACKAGE GOODS
CREAM BONBONS	MACHINE DIPPED CHOC'S.	FRENCH MIXTURES.

THE GEO. BLOME & SON CO. BALTIMORE, MD.

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HENRY HEIDE'S

Diamond Brand TRADE MARK Confectionery

A Distinctive and Complete Line of High Grade

Chocolates and Confectionery

HENRY HEIDE New York

Incorporated

Digitized by Google



This picture illustrates our current advertisement in The Saturday Evening Post, Literary Digest, American, Red Book and Photoplay.

How keen is your mind?

—doesn't this headline from our current advertisement challenge you?

—will it not make the magazine readers in your neighborhood read the advertisement in which it appears and give them a new conception of the value of card playing?

Your reaction to it should be a realization of the value of a playing card stock in attracting business, and a decision to feature the cards that everybody prefers:

FREE!
Display material that will make your store known as headquarters for playing cards. Write today to
The U. S. Playing Card Co.
Dept. 13
Cincinnati, U. S. A., or Windsor, Can.

BICYCLE PLAYING CARDS

Digitized by Google

YOUR BUSINESS

will be a profitable one when your trade can always get from you a full line of candy that has stood a test of years, and is now being demanded throughout the country.

Now is the TIME to CONSIDER only the old STANDARD LINES.

THE BLUE BELL BRAND

is of this class of candy.

Write us for a catalogue of 5c Bars, Penny, Kiss and Bulk Goods.

THE ROBERT F. MACKENZIE COMPANY
CLEVELAND, OHIO

A Sensational Seller of Several Seasons

THIS WONDERFUL PACKAGE IS

Mellow
Honey-Combed
Chocolate



Something Entirely Different

The Largest Selling 5c Confectionery Specialty Ever Placed on the Market

Made by a special patent process

Every jobber should handle this Delicious Confection as the demand this Coming Season will be greater than ever. If you have never tried this Delicious Confection write today for sample or send for trial case, 32 boxes in case; 24 pieces in box.

We Have Other BIG-SELLING 5c SPECIALTIES, Too

Ambrosia Chocolate Company, **333-335 Fifth Street MILWAUKEE, WIS.**

Digitized by Google

Peach Flavor

Artificial

A flavor so true to the fruit that your goods are unmistakably Peach without an unpleasant ethereal after-taste.

Used for many years by candy manufacturers of National prominence, and so good that we sell it the world over.

Sample of this exceptional flavor will be gladly sent without charge.

Write today on your business stationery, please.

ALEX. FRIES & BRO.
312-14-16 E. Second St. Cincinnati, Ohio

Manufacturers of Flavors for 65 Years.

Calco

Certified Food Colors

Amaranth, Orange I, Ponceau 3R, Tartrazine, Indigo sodium di sulphonate

recognized for their

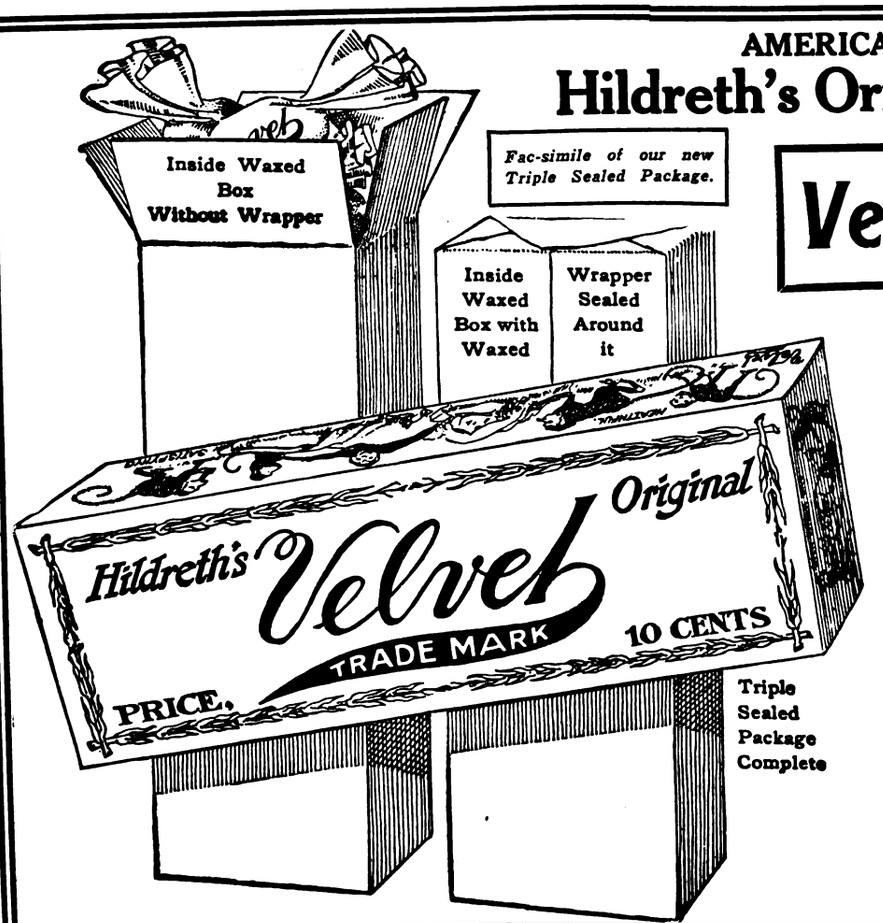
Purity, Brilliancy and Uniformity

All Calco products are of highest quality. Manufactured by us from our own produced intermediates. When in need write us.

THE CALCO CHEMICAL COMPANY
Pharmaceutical Division
BOUND BROOK, N. J. NEW YORK

Western Agents:
Neumann-Buslee & Company, 321 N. Sheldon St., Chicago, Illinois

AMERICA'S FAVORITE
Hildreth's Original and Only
Velvet Candy



In Triple Sealed Packages

GREAT REDUCTION
January 1, 1922

Pre-war prices re-established.
10—20 & 35c packages revived.

Send for revised Price List and Samples.

The finest seller on the market.
Has been the standard for over 30 years.

For sale by the jobbing trade everywhere.

H. L. HILDRETH CO.
549 to 559 Albany Street
BOSTON 18, MASS.

Digitized by Google

NULOMOLINE
THE MONEY OF SUGAR

To liven—
the post holiday season

We offer to any candy manufacturer,—a group of new formulas for making distinct novelties.

Their unique character and wonderful keeping quality will make them not only live sellers, but frequent repeaters as well.

Use coupon

Service Department
THE NULOMOLINE COMPANY
111 Wall Street
New York, N. Y.

Please send your novelty formulas.

Name .....

Firm .....

Address .....

The Nulomoline Company

111 Wall Street

NEW YORK, N. Y.

Boston Chicago

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HOEFLER'S CENTENNIAL CHOCOLATES, Inc.

Astoria — 47-49 Pearl Street, Buffalo, N. Y. — San Francisco

Digitized by Google

Have You Ever Tried Our

Gums, Paste & Cordials?

If not, write us for samples. You'll think as others think, that they are

"Candies of Character"

and their cost is but a trifle more than the poorer kinds

Wallace & Co.

Brooklyn

Makers of
"Candies of Character"
Established 1870

New York

REED'S BUTTER SCOTCH PATTIES

THE PUREST CANDY MADE

PACKED IN 5 LB. GLASS JARS



PACKED IN 5 LB. TIN CANS

ONE POUND CANS

The Most Popular and Successful Butter Scotch Pattie Package Ever Made

The delicious mellow satisfying flavor of Reed's Butter Scotch Patties combined with the attractive appearance of the lithographed can, its convenient qualities and many possible uses in the home—after it has served as a candy container—has made the one pound can package of Reed's Butter Scotch Patties an immediate success wherever it has been offered to the public.

PACKED IN CASES CONTAINING SIX DOZEN CANS IN CARTONS OF FOUR CANS EACH

ORDER NOW

Eugene O. Reed Company, 1245 Fletcher St. **Chicago, Ill.**

Digitized by Google

Jobbers Get Ready!

"Redimade"

(Trade Mark Registered)

MILK Cocoa

SWEETENED & FLAVORED



The Ready-for-Service Cocoa Increases Demand for Hot Chocolate at the Fountain

The Quality Cocoa
Made from Special Ingredients

ADD HOT WATER ONLY!



Send in Your Orders

Prices and Samples on Application

Liberal Discount to Jobbers

Quick Service Guaranteed

Every Drink Uniform

Satisfies All Tastes

The Fountain Efficiency Cocoa

PACKED
10, 25, 50 and 100 lb. CANS
also
CARTONS—12 1-lb. Containers for Counter Sales



Manufactured only by

THE CRANDALL PETTEE CO.

144-150 Franklin Street, New York

Digitized by Google

EASTER CANDIES

We not only have the most extensive and highest quality line of ***Easter Pan Work,***

But also—***Easter Premiums*** that bring you profit and a way to sell our goods.

If you are a Retailer send us the name of ***Your Jobber*** and we will have him show you —***What We Have.***

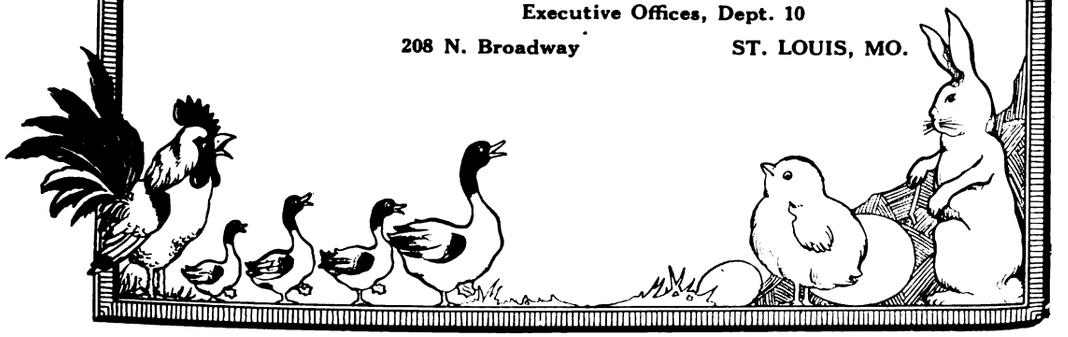
Largest Manufacturers of Candy in the World
22 Factories

Makers of

NATIONAL CANDY CO.
PRODUCTS

Address Inquiry to

NATIONAL CANDY CO. INC.
Executive Offices, Dept. 10
208 N. Broadway ST. LOUIS, MO.



Digitized by Google

Big Sales Depend on Attractive Presentation

WARREN'S X-RAY DISPLAY CONTAINERS



PATENTED IN
UNITED STATES
CANADA
AND
GREAT BRITAIN

Place your goods on the dealer's counter in the most attractive form. Original and snappy designs make them real "eye catchers."

We Manufacture

FOLDING PAPER BOXES

of every description

Let us know your package requirements.

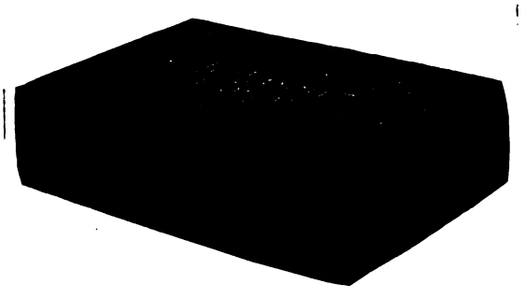
P. R. WARREN COMPANY

EVERETT - - - - - MASS.

PITTSBURGH OFFICE: 802 MAY BUILDING
Telephone: Smithfield 975

CLEVELAND OFFICE:
1003 SCHOFIELD BUILDING
CLEVELAND, OHIO
Telephone: Main 3000

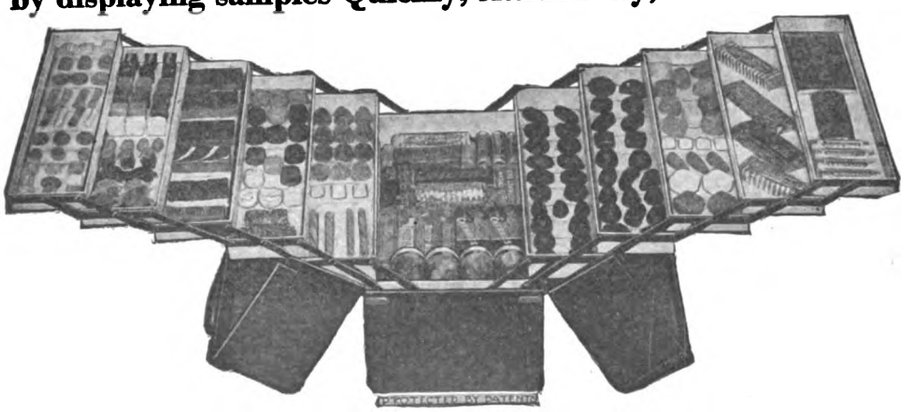
WARREN'S X-RAY DISPLAY CONTAINERS
Manufactured Exclusively in Canada by
RUDD PAPER BOX COMPANY
372 Richmond Street, West, TORONTO, CAN.



Ribbon Candy Boxes Carried in Stock
Samples furnished upon request.

Knickerbocker "Made-Right" Sample Cases

Will help your Salesmen obtain BIGGER, BETTER and MORE ORDERS, by displaying samples Quickly, Attractively, Fresh and Clean



No. 22

A BUSINESS BRINGER—One of many popular styles and sizes

Be sure you see our Catalog "J" for 1921

KNICKERBOCKER CASE COMPANY

Specialists and Original Designers of KNICKERBOCKER "MADE-RIGHT" Sample Cases, Bags, Portfolios, Motor Luncheon Cases, Fishing Tackle Kits

Clinton Street at Milwaukee Avenue Chicago, Ill.

Digitized by Google



"Gee! I Could Eat a Million!"

They sure are good, when made with

Ucopco Pure Food Gelatine

For purity, it is unsurpassed. Its uniformity and high quality insures marshmallows unexcelled for fluffy tenderness and long retention of flavor. There's a grade for every purpose. Ask us for details.

The United Chemical & Organic Products Co.
4200 S. Marshfield Ave. Chicago, Ill.
217 Broadway New York City

"UCOPCO Comes Packed In Red Drums"

Digitized by Google

Certified Food Colors
Vegetable Colors

"ATLAS" No. 40 Carmine

COCHINEAL COLORS

Genuine Fruit Extracts

ALSO

NON-ALCOHOLIC FLAVORS

Concentrated in Paste Form (For Hard Candies)

Made from the real fruit

"ATLAS" Products are noted for their UNIFORMITY,

STRENGTH AND PURITY

Manufactured by

H. KOHNSTAMM & COMPANY

(ESTABLISHED 1851)

First Producers of Certified Colors

83-93 Park Place
NEW YORK



11-13 E. Illinois St.
CHICAGO

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LIEBERS CODE

SCHALL & CO.

ESTABLISHED 1854



WHOLESALE IMPORTERS AND MANUFACTURERS OF

Confectioners' Articles, Ornaments and Materials

81 Barclay Street NEW YORK

16, 18 and 20 West Broadway

Manufacturers of

Gumpaste and Patent Composition

Cake Ornaments and Trimmings

Icing, Roses and Flowers
Gumpaste Flowers
Brides and Grooms
Gumpaste and Paper Leaves
Vases and Bouquets
Horse Shoes
Slippers
Marriage Bells
Canopy Ornaments
Lace Papers
Composition Hands
Birthday Candle Holders
Palette Knives
Sabatier's Knives
Ornamenting Tubes
Rubber Bags
Almond Paste
Ornamenting Paper



1320 9×4 in.

Importers of

Fancy Goods and Novelties

Ice Cream Specialties

Ice Cream Moulds—700 Designs
Fixtures for Moulds
Foliage for Moulds
Paper Cases
Lace Papers
French Fruits Glace
French Fruit Juices
French Fruit Pulps
French Marrons Entiers
French Marrons Debris
Imported Favors
Mignonettes
Fancy Boxes—Hand Painted
Satin Candy Boxes
Wedding Cake Boxes
Motto Papers, Verses and Cossaques
Costume Mottoes, Imported and Domestic

PAPIER MACHE IMITATIONS

Novelties Appropriate for all Holidays

SILK RIBBONS *and* FANCY CORDS

Latest Novelties for Easter Valentine's Day, Washington's Birthday St. Patrick's Birthday

Digitized by Google

— GOOD ENOUGH — TO BEAR OUR NAME



LIKE all commodities of intrinsic value Ziegler's Original Milk Chocolate Stars bear a name of distinction. The name Ziegler appears on each star.

Our Milk Chocolate Stars have become a staple seller with the trade. Being a known quality they are enjoying a steady repeat business.

GEO. ZIEGLER CO.
MILWAUKEE, U. S. A.

Zieglers

SINCE 1861



The Sterling Mark on the GENUINE



Let Science Safeguard Your Candy Making

SUPREME BRAND will convince you that Quality is our first consideration. They stand up right. They eat right. Write for prices and information.

SUPREME BRAND

Nougat Cream
Velvet-Fondant Cream
Caramel Cream
Marshmallo Topping
Bitter Sweet Chocolate Topping
Butter Skotch Sundae

BERGEN BRAND

Caramel Cream

Confectioners Cream Products Co.

James A. Greaves
Selling Agent

ENGLEWOOD, N. J.

6 Harrison Street
New York

Fred L. Mitchell & Son

WALNUT MEATS

160 lb. Barrels — NEW CROP WALNUT MEATS — 50 lb. Boxes

We solicit your order

SANTA ANA, CALIF. 214 French Street



NO. 18861. HOLLY WREATH
Naturally prepared everlasting, 16 inches diameter with red bow, each $1.00.
My *Xmas Catalogue No. 18* with illustrations in colors of Artificial Flowers, Plants, etc., mailed *Free for the Asking.*
FRANK NETSCHERT
61 Barclay St., New York

MATTHEWS BROS.

MAKERS OF

Plain and Fancy Candy Boxes
Cartons and Folding Boxes

OF ALL KINDS

115 HOPKINS PLACE

BALTIMORE, MD.

White Stokes

FONDAX (*The Original Nougat Creme*)
P. K. K. (*The Original Karmel Kreme*)
MAZETTA (*Genuine Mazetta is made only by White Stokes Co.*)

Will improve candy quality.
Will reduce labor and time.
Will reduce expense.

Insist on the genuine and see that White Stokes signature is on each package.

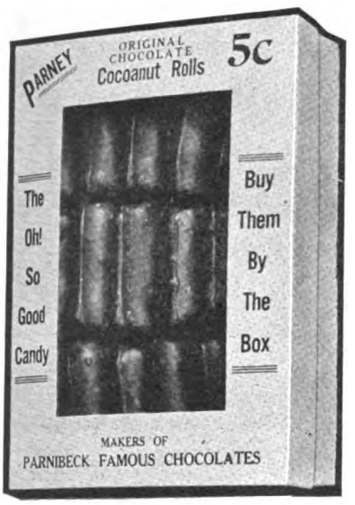
Send us your name for our mailing list and receive our monthly letter of information and new formulas.

WHITE STOKES COMPANY, Inc.

150 W. Lake St. CHICAGO
253 36th St. BROOKLYN

Digitized by Google

GELATINE TOP BOXES



Made by

SYKES MFG. CORP.

Van Alst Avenue and 14th Street

LONG ISLAND CITY

NEW YORK

PAPER BOXES

Of This Character Bring

SURE SALES

We will produce a Gelatine Top Box for any requirement

THE ORIGINAL ORANGEADE



A BIG SELLER!

TRADE WINNER!!

MADE FROM FRESH FRUIT

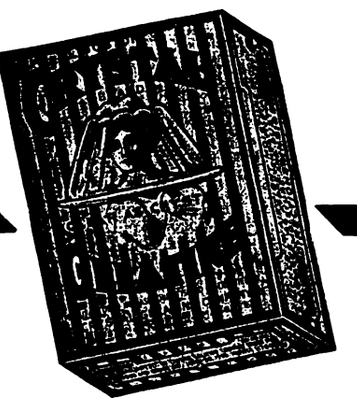
SEND FOR A TRIAL ORDER AND YOU WILL SEE THE REASON FOR A REPEAT

PACKED 4 GAL. IN CRATE

DAGGETT CHOCOLATE CO.

BOSTON, MASS.

Package



or Bulk

Boston

CRYSTAL GELATINE

A necessary and satisfactory component of all high grade confectionery specialties. It insures light, fluffy marshmallows without crust. Made in the largest and best equipped gelatine plant in America. Free from injurious chemicals or other impurities. A standard product, most economical in the long run.

If you are particular—

Specify CRYSTAL GELATINE

Write us today for Samples and Prices

CRYSTAL GELATINE COMPANY

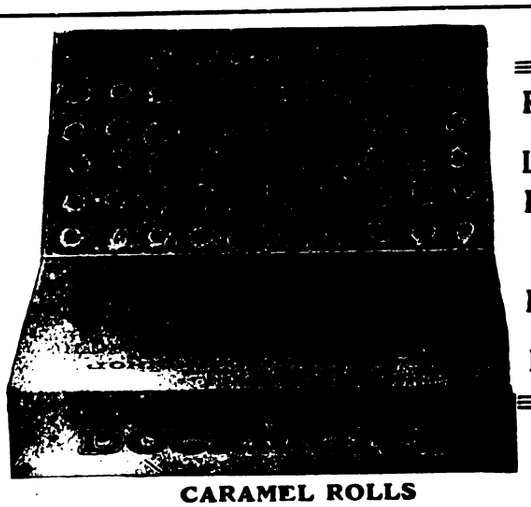
121 Beverly Street - - Boston, Mass.

New York - Philadelphia - Chicago - St. Louis - San Francisco

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Dockman's

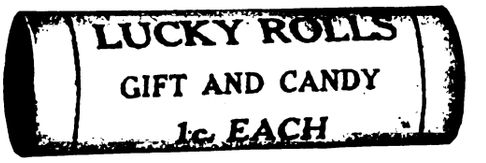
MADERIGHT CONFECTIONS



Right in Looks
Right in Size
Right in Price

CARAMEL ROLLS

REGAL—Jelly and Cream Centers.
WONDER—Molasses and Cocoanut Centers.
RUTHETTES—Assorted Flavors, Cream Centers.
Packed 120—44 boxes to case; 5 pound boxes (216 count) 25 boxes to case.
CARAMEL TWINS—Assorted flavors—packed 240; 44 boxes to case.



LUCKY ROLLS

Gift and Candy in Every Roll. Packed 120—50 boxes to the case.



BREATHETTES

A Highly Flavored Breath Perfume in Glass Tubes. Either Assorted or All Licorice Flavor. Packed 120—50 boxes to the case.

Real Sports	*Ask for our price list*	PEANUT STUMPS
A New Penny Carton		Some Penny Piece

John H. Dockman & Son, 32-34 E. Montgomery St., Baltimore, Md., U. S.

5c—EASTER CANDIES—10c

RABBITS — CHICKENS — EGGS

BEST QUALITY MADE

THEY SELL



THEY REPEAT

PROMPT SHIPMENTS

SOLID CREAM CENTERS
SOLID MARSHMALLOW CENTERS
CREAM AND MARSHMALLOW CENTERS

ORDER AT ONCE

THE H. J. RIGBY CO., Inc.

630-632 HUDSON ST. NEW YORK CITY, N. Y.

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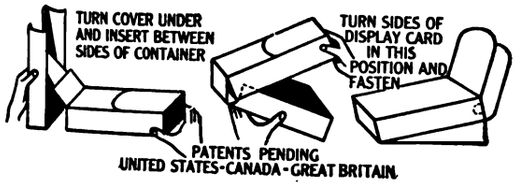
Here's a New and Good One



COVERSTAND
DISPLAY CONTAINERS

A modern Container that costs less and gives place for much more display space.

Many advantages over other display containers. Easily and quickly set up. Practical and entirely satisfactory.



Display containers put your goods on the counter in an attractive way. Use the COVERSTAND and see sales jump. Send for a sample and prices.

HAMLIN-FLEISCHER CO.

Paper Boxes of Every Description

82 Duane Street New York City

Chicago Representative JAMES HOPSON, 108 West Lake Street

Caramels

Makers of Hopton's Famous Cream Caramels

Caramels

Made in a new exclusive size and shape.

Caramels

Made and wrapped with greatest care in our Snow White Factory.

Caramels

A Full Line Packed in Count and Bulk.

Caramels

Samples and Prices on Request.

IDEAL CANDY CO., Inc.

JOHNSON CITY, N. Y.

Successors to E. F. Hopton, Inc.

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EASTER LINE

The greatest ever shown.
In all sizes Plain and Decorated Eggs.
From 1c to $2.50.
Be sure to wait and see this great line.
Our salesmen will call early to see you.

Heidelberger Confectionery Co.

1610-30 North Mascher Street
Philadelphia, Pa.

READING, PA H GUARANTEE NO. 7132

Look for this Brand and get the Best

Hollis CHOCOLATES

and

Hollis Cocoa

for all purposes

We offer you the

Best Cocoa Powder

at the lowest price

Write for Terms

W. G. HOLLIS

Franklin and Plum Sts. Reading, Pa.

Agents Wanted in Every State

Look for this Brand and get the Best



SPORTSMAN'S "CHOCOLATE BRACER" REG.

If you desire a change from
Mild-Sweet Milk Chocolate

TRY A

Sportsman's "Chocolate-Bracer"

"A Man's Chocolate" REG.

Also Mfrs. of the FAMOUS

KNICKERBOCKER CHOCOLATE CO. NEW YORK

16 to 1 PENNY STICKS

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ADVANCE BRAND

Chocolate Package Goods

½ lb., 1 lb., and 2 lb. Boxes

Chocolate Penny Goods—120 Count

Gum Work, Marshmallows and

Pure Sugar Hard Candies

American Mixed, Cut Rock, Etc.

Put up in 5 lb. Boxes, 35 lb. Pails,
110 lb. Kegs and 300-lb Barrels

MAKERS OF CELEBRATED
ADVANCE BRAND
Wild Cherry Drop Packages

WRITE FOR PRICE LIST

ADVANCE CANDY MFG. CORP.
511 to 519 EAST 72d ST. NEW YORK CITY

CHRISTO BRAND **LG** THE ONLY RELIABLE

Sterilized and Preserved Stuffed Glace Natural Fruits

Glace Stuffed Regular Prunes
Glace Stuffed Nutted Prunes
Glace Stuffed Regular Apricots
Glace Stuffed Grapefruit Apricots
Glace Stuffed Nutted Apricots
Glace Stuffed Cherries or Regular
Glace Pineapple
Glace Figs and Stuffed Dates
Glace Grapefruit
Turkish Delight — Nutted or Plain

For Particulars Write to

Christo Georgiades & Co.
148 39th Street - Brooklyn, N. Y.

J. W. STREETON CO.

Ribbon Manufacturers

357 Fourth Avenue NEW YORK, N. Y.

RIBBONS RIBBONS JUST RIBBONS

Ribbons particularly for the Candy Manufacturer

Samples and prices upon request

Select Brand Quality and Service
Before Placing Your Order on

Glassine Bags
Kraft Bags

Specialties
Tissue Paper
Waxed Paper

Get Our Quotations

SELECT PAPER CO.
219 East 23d Street
New York City

DRY MILK

CREMORA "A" (Dry Whole Milk) has, by uniform quality and sterling merit, won its way into nearly all of the large Milk Chocolate plants in this country.

CREMORA "CS" (Dry Cream) contains 53% pure butter fat, makes delicious Caramels, Fudge and Ice Cream.

THE DRY MILK COMPANY, 15 Park Row, New York
U. S. Food Administration License No. G 00830

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Manufacturers of Pure Food Gelatines

BUILT on all the LATEST, UP-TO-DATE, LABOR SAVING LINES to produce ALWAYS a uniform ARTICLE.

Our RAW STOCK supplied by our OWNERS assures THIS.

Our Grades are of the HIGHEST QUALITY OBTAINABLE, clear to the point of TRANSPARENCY, SWEET, FREE OF ODOR, and GUARANTEED to comply with all STATE and NATIONAL PURE FOOD LAW REQUIREMENTS.

ITS USE INSURES GOOD TEXTURE AND A SMOOTH CREAM.

A TRIAL ORDER will convince you that these are the best grades of GELATINE in proportion to price that can be secured.

ATLANTIC GELATINE COMPANY

HILL STREET, WOBURN, MASS.

BRANCHES:

NEW YORK
3415 Woolworth Bldg.

CHICAGO
Suite 510-11
118 N. La Salle Street

SAN FRANCISCO
suite 240 Hansford Block
268 Market Street

BALTIMORE
1012 Union Trust Bldg.

Another New Holman Creation

NUTMALO

2 FOR 1c

A Delicious, Fluffy Marshmallow
Coated with selected Ground Filberts
A WONDERFUL REPEATER
Packed in 240 pieces to the box, 120 count
60c the box—48 boxes to the case
F. O. B. Philadelphia, Pa.

Announcing the Opening of Our Satin Gloss Stuft Dainties Department
FIFTY VARIETIES
Packed in 10, 20 and 40 pound cans
Write for samples and prices

Holman's Marshmallow Sheets for Caramel Work Help to add TONE and TASTE
Packed in 25 pound cases

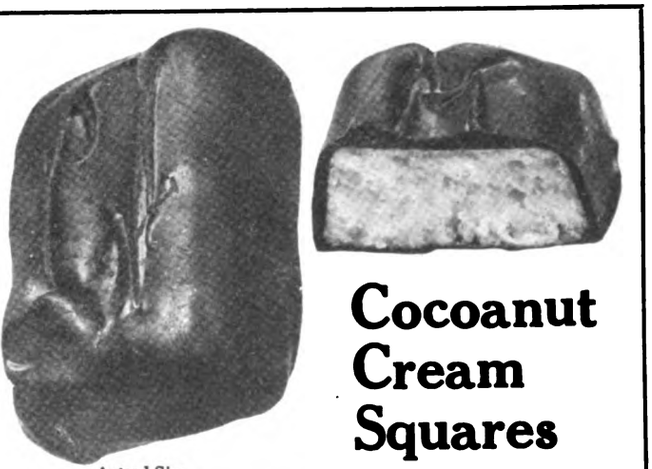
We are prepared to fill orders of any size for Egg Drops, Gelatin Drops
Packed in 5 pound boxes—40 boxes to the case

Our 4 for 1c Marshmallows are WINNERS
This piece is the average 400 size packed
120 count—480 to the box—48 boxes to the case.

Our SUPERIOR MARSHMALLOW TOPPING is guaranteed against deterioration for one year. Used by Confectioners and Soda Dispensers
Packed in 5 and 30 pound cans and barrels.
Write for quotations.

The Holman Confectionery Co.

2026-30 East Willard Street, Philadelphia, Pa.



Actual Size

Cocoanut Cream Squares

In Cocoanut Cream Squares we offer the trade another delicious eating and good selling piece that spells profit to the Jobber and Retailer and satisfaction to the Consumer.

It is a *quality* confection made from *fresh* grated cocoanuts and rich fondant and heavily coated with bitter sweet chocolate, ensuring a lasting flavor and a moist and creamy center.

Packed 24 to a box. Retails for 5c.

Tres Bien Chocolates — Delicously Different

MANUFACTURED BY

D. GOLDENBERG

Makers of Chocolate Peanut Chews

2935-37 Frankford Ave. Philadelphia, Pa.

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MOUNTAIN CITY CANDY CO.

ALTOONA **PENNA.**

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CANDY BOX MATS, LACES,
LAYER CARDS, DIVIDERS, ETC.

American Bon Bon Cups

America's Standard
Candy Cup
Once tried
always used

AMERICAN LACE PAPER CO.
LARGEST PRODUCERS OF CANDY CUPS IN AMERICA
MILWAUKEE, WIS.
CHICAGO – NEW YORK
PHILADELPHIA – BOSTON

Virginia Dare High Grade Hand Dipped

Chocolates and Bon Bons

Package and Bulk

Complete Line Prices Right

Send for Quotations

Agents Wanted Everywhere

MADE BY
The
Clifford Bros. Co.
Baltimore, Md.



Lyons' California Glace Fruit Co.
Manufacturers of
California Glace and
Crystallized Fruits

Highest grade Merchandise, always fresh, made from the choicest selected California Fruits. Prepared under strictly sanitary conditions.

To supply the demand for our product during the coming season we have again enlarged our plant and will again considerably increase our output. Our goods are giving general satisfaction and wherever once introduced are leading all other makes in sales. We don't ask a customer to load up on stock, we carry the Fruits in syrup and only pack them on orders, consequently no need to take stale or dried-out stuff.

WE SPECIALIZE ON:

Assorted California Glace Fruits
in handsomely decorated wood boxes, 1, 2, 3 or 5 lb. net weight; no need to repack.

California Golden Glace Apricots
solid pack, 6 or 8 lb. boxes, better goods than the French for less money.

California Glace Stuffed Prunes
with all the flavor of the choice Santa Clara Valley Prunes, in 1 and ½ lb. tins.

California Crystallized Strawberries
finer than the imported, in 1 lb. and 10 oz. fancy cartons

Write for Samples and Prices

535-551 Folsom Street, San Francisco, Cal.

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Embossed Seals

Dainty embossed sticker seals in gold and colors. Also artistic address stickers, advertising stickers and box labels. Send for our catalogue of stock designs, such as "Rush," "C. O. D.," "Perishable," etc.

Or, if you want something distinctive, send us your rough idea and we will submit color sketch and prices.

We are sticker specialists — we do nothing else. Naturally we can serve you better because of that fact.

ST. LOUIS STICKER CO.
1631 WASHINGTON AVE., ST. LOUIS, U.S.A.

CLOVER BRAND LOZENGES

Clover Mints Clover Mints
Medicated Work a Specialty

Specialties

Cigarettes — Chop Sticks — Ben Hurs
Diadems — Cachous — Penny Roll Lozenges
Penny Roll Cachous — Floral Dainties — Beauties
Milo Cigarettes — Chocolate & Printed Wafers 10 for 1c

CLOVER WAFER ROLL 5c

SMITH & PETERS Philadelphia



"Toyco" Balloons and the Penny Retail Item

There is perhaps no single item in the entire confectionery field that repeats as quickly as the

"Toyco" No. 1 Sausage Balloon

Made to retail at 1c—and carrying with it an attractive profit to both the jobber and the retailer.

Packed in cases of 50, 66 or 120 gross. Let us ship you a trial case. The price will please you.

Descriptive Price-list on request

Address
The Toycraft Rubber Company
Department C J
Ashland, Ohio
U. S. A.

We Specialize in Paper for the Confectionery Trade and Include:—

Dipping Paper
Wax Paper
Sealing Tape
Glassine Paper
— Plain and Embossed
Tinfoil Substitute
Layer Board
—White and Chocolate Color

Glazed and Fancy Papers of every description

Matthias & Freeman Paper Co.
117 N. 7th Street Philadelphia, Pa.

Vanoleum

(TRADE MARK REGISTERED)

The Original Concentrated Vanilla Flavor

THE SAME AS ALWAYS

Used for over TWENTY YEARS by leading Confectioners, Ice Cream Manufacturers, Bakers, Soda Dispensers and Caterers.

EMULSIONS

Lemon, Orange and Maple

Corrizo Extract Co.
211-215 W. 20th Street, New York City, N. Y.

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THROUGH an unbroken career of many years in the manufacture of candy wrappers the L. A. Liebs Company, Inc., has attained a reputation for quality, service and fair dealing of which they are justly proud.

THE CANDY WRAPPER HOUSE
TRADE MARK REG. U. S. PAT. OFF.

No Package Line is Complete Without

one or more boxes packed with

LIEBSWRAPS

When you contemplate a new and distinctive package we will be pleased to assist in its creation

L. A. Liebs Co.
INCORPORATED
312-316 East 23rd Street, - NEW YORK
Nine Clinton Street - - NEWARK, N. J.

DELFT
THE WORLD'S BEST FOOD GELATINE

HAROLD A. SINCLAIR, 160 Broadway, NEW YORK

Some of the Reasons Why You Will Want
DELFT GELATINES

Bacteria — gone
Gas in M-M — gone
Shrinkage — gone
Returns — gone
Chemicals — gone
Sulphur — gone
Uniformity—Here

"Price is a relative term—Quality always a concrete fact."

A large and critical manuacturer, operating a laboratory and understanding gelatine value, recently said:

"At first I was skeptical of your statement regarding freedom from liquefying bacteria, but after using the goods all summer, I wish to compliment you upon the achievement and to tell you Delft is the finest gelatine I have ever used or analyzed, and am using 34 pounds as against 42 pounds before."

This man made a saving of 20% by using Delft, and, of more importance, greatly improved the quality of his product. Why not do likewise?

Write us for samples and prices.

Harold A. Sinclair

Middle-Western Distributors:
ROCKHILL & VIETOR
Frank Z. Woods, Manager
180 N. Market Street, Chicago, Ill.

South-Western Distributors:
BLANKE MFG. & SUPPLY CO.
214 Washington Ave., St. Louis, Mo.

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Announcement—

Ralph Confectionery Works, Inc. desire to announce that their candy factory which is equipped with the best imported and domestic machinery is now in full operation, and is able to take care of all demands for samples as well as orders promptly and satisfactorily.

RALPH CONFECTIONERY WORKS, Inc.
N. W. Cor. 3d Ave. and 26th St., Brooklyn, N. Y.



Established 1855

FRIES & BRO., 92 Reade Street, New York

Manufacturers and Distributors of

THE STANDARD FLAVORS FOR **Quality, Strength, Uniformity**

Peach, Grape, Strawberry, Apricot, Maple, Raspberry, Pineapple, Cherry, Honey, Banana, Violet, Root Beer, Sarsaparilla, and many others.



Sixty years' experience enables us to supply the best and most concentrated flavors at a minimum cost.



EASTER

The full imported line of Easter novelties, tremendous in variety, comprising every worth-while number. Rabbits, Ducks, Chickens, Comics, Jumping Rabbits, Egg Boxes in beautiful designs, Baskets, Easter Grass, Jack Horner Pies, Fancy Ice Cases, Dressed Kewpies, Snapping Mottoes.

St. Valentine Day
- Paper Heart Boxes
- Satin Heart Boxes
- Fancy Valentines
- Beautiful Dressed Kewpies
- Metal Bow and Arrows
- Cupids and Arrows
- Jack Horner Pies
- Place and Tally Cards
- China Cupids
- China Novelties

Washington's Birthday
- Natural Looking Cherry Sprays
- Paper Hatchets in several sizes
- Figures of Washington
- Red, White and Blue Favors by the hundreds
- Flags—all sizes
- Patriotic Snapping Mottoes
- Paper Hats and Noisemakers

St. Patrick's Day
- Silk Shamrocks
- Big Assortment of fine looking figures
- Pipes, Jaunting Carts
- Green Favor Boxes

We consider our Patrick Day line the finest shown in the country, both Domestic and European novelties.

Always something new and exclusive at Shackman's.

SEND FOR SPRING HOLIDAY CATALOGUE

B. SHACKMAN & CO. 906 Broadway, New York City

Chocolate Coatings
Chocolate Liquors
Cocoa Powder
Cocoa Butter

To try Hooton Products and Hooton Service is to Become a Regular User of Both

Have we heard from you lately ?

HOOTON COCOA CO. **HOOTON CHOCOLATE CO.**

NEWARK, NEW JERSEY

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We Specialize in

Damask and Silk Covered High-Grade Candy Boxes

Sweetmeat Boxes—with or without glass compartments

Our Mr. Newman is in Europe and is sending new ideas each week of the latest painted and fancy trimmed boxes.



We are able to offer these boxes at unusually attractive prices, due to the enormous quantity being made exclusively for us.

Write for particulars.

F. NEWMAN 31-35 East 21st Street NEW YORK CITY

manufacturers of

Glassine EVERYTHING

PLAIN-EMBOSSED-PRINTED

Printed in Gold
Gold Embossed
Box Wrappers
Bar Wrappers

BAGS--ENVELOPES

Thomas M Royal & Co
BRYN MAWR-PA

True Fruit Flavors

Raspberry, Cherry, Peach, Strawberry, Pineapple, Etc.

Derived from the fruit itself in a powerful concentrated form 100% pure. The process of manufacture retains entirely all the fresh fruit flavor and aroma.

Our Products are pleasing others, why not you?

Send for trial gallon today, price $8.00.

Pure Food

Certified Colors

Our prices are low for the quality of our colors

H. C. RYLAND

ESSENTIAL OILS

52 Laight Street, New York

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PURE VANILLA EXTRACT

ATLANTIC IMPORTING CO.
617-623 Eleventh Avenue, New York

WALNUT KERNELS

Candy Manufacturers desiring to make connections at the "source of supply" can get their supply through us. We are the largest shippers of walnut kernels in this section. Good quality—prompt shipments.— Credit or trade acceptances from responsible parties.

BURBAGE PRODUCE CO.
Johnson City, Tennessee.

ESTABLISHED 1876
SNYDER & WHEELER
BROKERS IN
All Grades Cocoa Beans
AND COCOA BUTTER
128 Pearl Street NEW YORK

Our 40 years experience has taught us there is always a buyer for a quality product.

Try some of our leaders

Roman Punch Flavor Egg Nog Flavor
Raspberry Fruit Flavor Maple Flavor
Honey Flavor Vanilex

WRITE FOR PRICES

Union Extract Works
WIDMAYER & JUNGLING
successors to
MERGENTIME & LAMM, 158 Chambers St., N. Y.

USE
Assorted Novelties
for
Penny Prizes
and Increase Your Business
RINGS
For Ring Sticks and Bouquets
Prices as Low as $1.00 per Great Gross
Write for Samples
F. E. GLAVIN CO. 7040 Wentworth Ave., Chicago, Ill.

The House of Penny Goods

For Big Easter Business—Prepare Now

We thank all our customers for placing their Easter Orders now for immediate delivery. As the holiday draws nearer we are usually oversold and cannot give the service we like to render.

Penny M/M Eggs, Packed 120
2 for 1c M/M Eggs, Packed 240

2 for 1c Clear Candy Eggs-Asst. Packed 240
2 for 1c Peanut Butter Eggs, Packed 240

Penny Choc. Cream Eggs, Packed 120
Penny Choc. M/M Rabbit, Packed 120

Easter Prize Novelties, Packed 150

LEWIS BROS.

Monroe and Lafayette Streets NEWARK, NEW JERSEY

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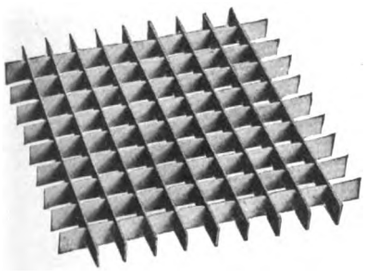
Lightning Pail Partitions

By far the most economical and satisfactory Pail Partition on the market



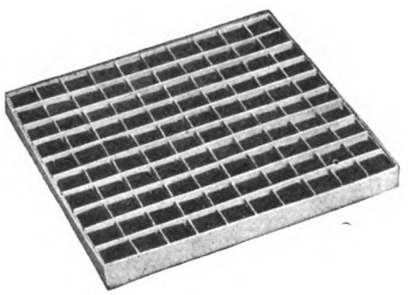
Wherever production and costs are considered you will find the Lightning Pail Pockets

Enamel Finish Caramel Dividers



Ready for Packing

Enamel Finish Caramel Dividers are designed especially for the packing and shipping of unwrapped caramels. If you will let us know the size of your container and the quantity of caramels packed in each, we will send you a complete set of **Enamel Finish Caramel Dividers** and demonstrate to you that this is the most satisfactory and economical method of packing your caramels.



When Packed

CHICAGO CARTON COMPANY

4433 Ogden Avenue, Chicago, Ill.

Designers, Printers, Makers of Fibre Shipping Cases, Folding Paper Boxes and Specialty Paper Packages

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Sethness Company,

718-724 N. Curtis St. Cosco CHICAGO, ILL.



Established 1880

Eastern Branch
PITTSBURGH, PA.
609 Chamber of Commerce Bldg.

Western Branch
DENVER, COLO.



CREAMS FOR CHOCOLATE
CREAM CENTERS AND NOUGATS

EGG SPONGE
KANDY KORE
NOUGAT KING
MARVEL WHIP

FULL CREAM CARAMEL PASTE

TRUE FRUIT EXTRACTS
VANILLA EXTRACTS AND COMPOUNDS
SODA FOUNTAIN FRUITS
½ GALLON JARS ¼ GALLON JARS
BULK

ARTIFICIAL EXTRACTS
DIPPING FRUITS
MARSHMALLOW TOPPING
1 GALLON CANS HALF BARRELS
KEGS BARRELS

WE MANUFACTURE AND HANDLE PRACTICALLY ALL INGREDIENTS USED IN THE MANUFACTURE OF CANDY

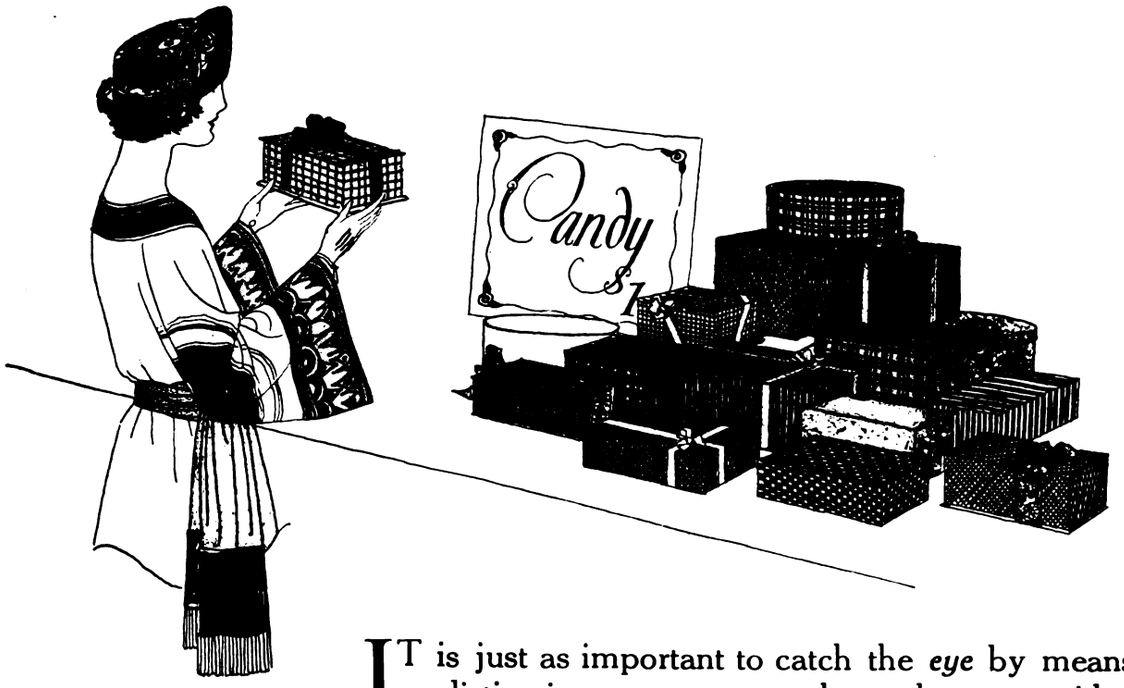
TWO STICK PACKAGE
BLOOD ORANGE FLAVOR

Wischmann's XXX PENNY GUM

100 NET COUNT
60 BOX CASES

WM. J. WISCHMANN
100 GRAND AVE., BROOKLYN, N. Y.

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IT is just as important to catch the *eye* by means of a distinctive carton as to please the taste with the good candy inside.

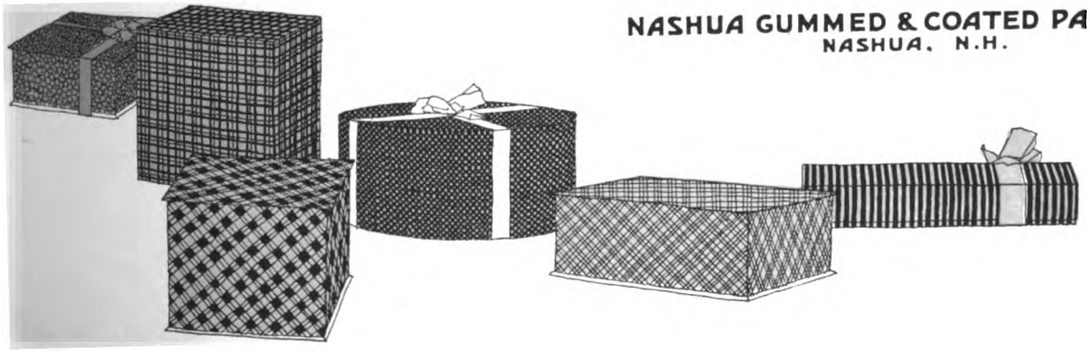
Over-elaborateness, whether it be cheap or expensive, is to be avoided, as the tendency today is toward subdued color and simplicity in design.

The package can be subdued and still not be drab. Some of the most effective packages we have seen have stood out in the dealer's cases like hot house roses in a bed of weeds because of refinement of colors and design.

The better the product the more important it is that a "correct" package be used.

There are a few people attracted by the gewgaws and tinsel but the great American public has discrimination and good taste.

The Nashua line of box papers offers some very suitable inexpensive coverings and we would like to submit a few samples for your consideration.



NASHUA GUMMED & COATED PAPER CO.
NASHUA, N.H.

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A STRAIGHTFORWARD statement without attempt at embellishment seems to us most consistent with the facts we aim to convey — with the sincerity of our purpose and the significance of our message.

We manufacture paper — for certain purposes

box papers in hundreds of stock designs, colors and finishes—

box papers to order in special designs embodying private trade marks, emblems, or names —

gummed papers and fabrics for box stays, labels, etc.—

wax papers for bread wrappers, box linings, candy wrappers and for all uses for which wax paper is suitable.

Box papers are sold thru the box manufacturer with whom we co-operate in every possible way and in only exceptional cases do we have direct relations with the purchaser of the completed boxes.

Every box manufacturer has or can easily obtain a full line of Nashua Samples for your inspection and we ask you to insist upon Nashua products because in so doing you are certain to get the best possible product, at a fair price under any and all conditions. The possibilities of improving your containers — making them more attractive and more practical — thru the use of Nashua products will be explained fully to you by your box maker.

NASHUA GUMMED & COATED PAPER CO.

NASHUA, N. H.

Mills

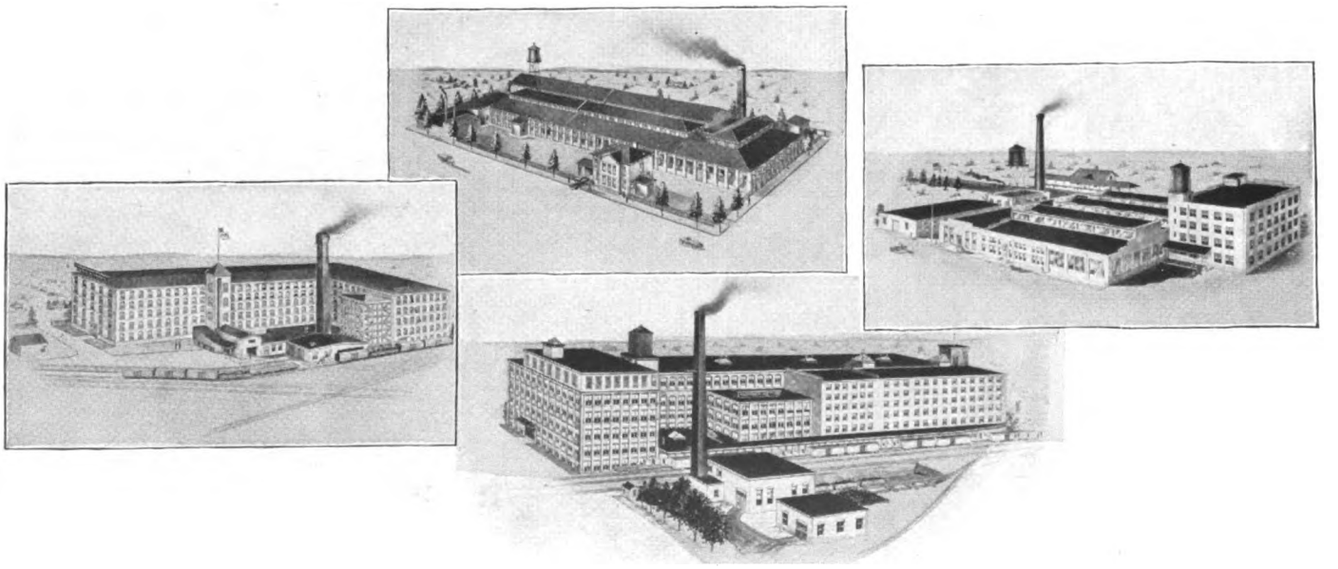
NEW HAMPSHIRE OHIO NEW YORK CANADA

Sales Offices

NASHUA, N. H.
BOSTON, MASS.
CONWAY BLDG., CHICAGO
MIDDLETOWN, OHIO

291 BROADWAY, N. Y. CITY
COUCH BLDG., PORTLAND, ORE.
54 JURORS ST., MONTREAL
PETERBORO, ONT.

DREXEL BLDG., PHILADELPHIA
CUNARD BLDG., SAN FRANCISCO
56 YONGE ST., ARCADE, TORONTO



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TRADE A.N.O.P. MARK
REG U S PAT.OFF

STAPLE GOODS

French Mixed Creams

Union Creams
Old Fashioned Licorice Gum Drops
Chocolate Creams
Chocolate Candy Goods
Cream Almonds
Sugar Almonds
Chocolate Almonds
Premium Mixed
Gum Arabic Mixtures
Marshmallows
Chocolate Marshmallows

MADE BY

HAWLEY & HOOPS

NEW YORK, N. Y.

Candies for Kiddies

The *Ever Welcome* Kinds. Made by the *Folks* who *Know* how to make them *Best.*

Rochester Marshmallow Co.
Rochester, N. Y.
REGAL and SUPERFINE Marshmallows

HEADQUARTERS FOR
Peanut Specialties

All Big Sellers and Good Money Makers

Send Your Order—For Prompt Shipment

Choc. Peanut Cluster Bars . . 100 to box—50c
Peanut Bars . . . . . 100 to box—50c
Cocoanut Toast Bars . . . . 100 to box—50c
Ever Best . . . . . 100 to box—55c
Choc. Nut Circles . . . . . 120 to box—60c
Peanut Squares . . . . . 120 to box—60c
Chocolate Almonds . . . 5 lbs. to box—$1.50

Talk about 5c Values

Try a Case of any of the following Repeaters

Choc. Peanut Cluster Bars . . . . . 24 to box—65c
Choc. Cocoanut Fruit Bars . . . . . 24 to box—65c
(Tin foil wrapped)
Virginia Nut Krisp Peanut Bars . . . 24 to box—65c
(Glassine wrapped)
Big Lunch Bars . . . . . 24 to box—60c
Unique Nut Cakes . . . . . 48 to box—60c
Unique Nut Bars . . . . . 48 to box—60c

Sugar Toasted Peanuts — Packed in 40-lb. Corrugated Shipping Cases

Prices Sent Upon Request

Virginia Peanut Product Co.
79-81 Delevan Street Brooklyn, N. Y.

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VON DANNENBERG & PICK

82-92 Beaver Street } New York City
129 Pearl Street }

BROKERS IN

All Grades of Cocoa Beans
Cocoa Butter and Cocoa Products

EST. 1862 — INC. 1902

Daniel S. Dengler & Son, Inc.

Manufacturers of Collins' Ice Cream Powder and Vanilla Sugar

Importers and Wholesale Dealers in

Shelled Nuts and Confectioners' Supplies

Highest Grades — Best Qualities

CORN SYRUP
COCOANUTS
FLAVORS
PEANUTS
GLACED FRUITS, Etc.
ALMONDS
CHOCOLATES

Full Line Fruit Juices, Crushed Fruits, Syrups, Etc., for the Soda Fountain.

Write for Prices

102 Chestnut Street — PHILADELPHIA, PA.

FRANKLIN GRANULATED SUGAR

Write this in your formula

Franklin "CRYSTAL A" Sugar

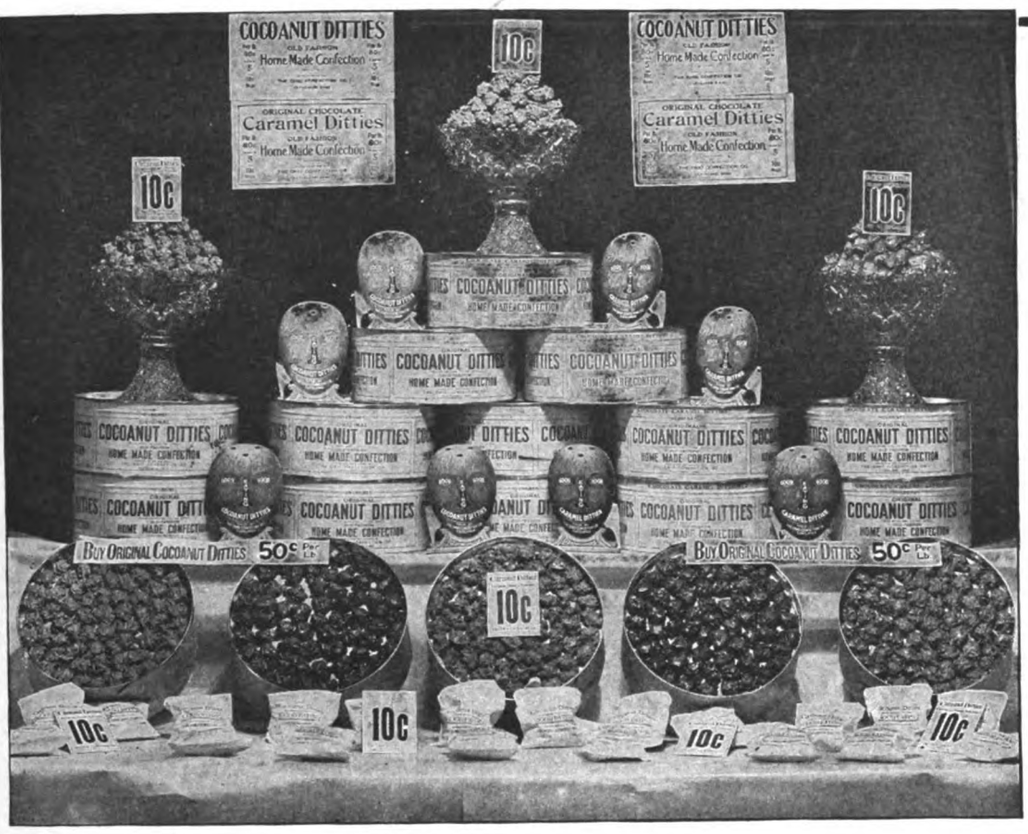
and you will be sure of the results you wish in paste work, hard candy and high grade gum.

FRANKLIN SUGAR REFINERY — CONFECTIONERS PURE — CRYSTAL A — PHILADELPHIA

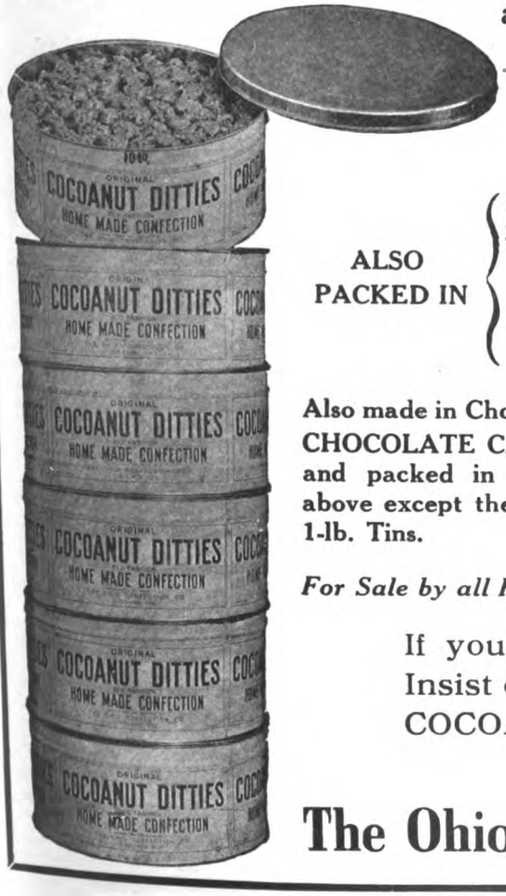
The Franklin Sugar Refining Company

PHILADELPHIA

"A Franklin Cane Sugar for every use"



One Thousand Pounds a Week was the rate at which Cocoanut Ditties sold in one store with this Window Display. Cocoanut Ditties will make money for you too, because they please the consumer. Cocoanut Ditties are guaranteed to keep well in all climates and sell well in summer as well as in winter.



This cut shows our 10-lb. Tin. Six 10-lb. Tins to Crate.

ALSO PACKED IN
- 15-lb. Wood Cases
- 20-lb. Wood Pails
- 5-lb. Paper Boxes
- 1-lb. Fancy Boxes
- 1-lb. Litho. Tins
- 15c Packages

Also made in Chocolate Flavor called CHOCOLATE CARAMEL DITTIES and packed in packages as per above except the 15c packages and 1-lb. Tins.

For Sale by all First Class Jobbers



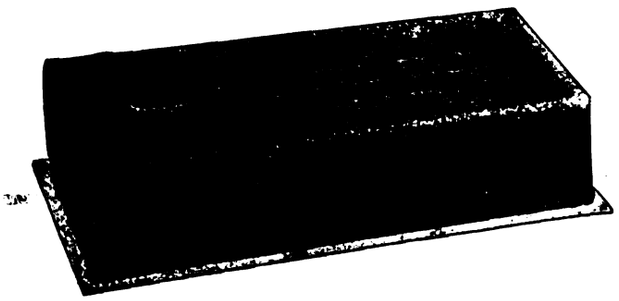
This cut shows our 25-lb. tin, one tin per crate

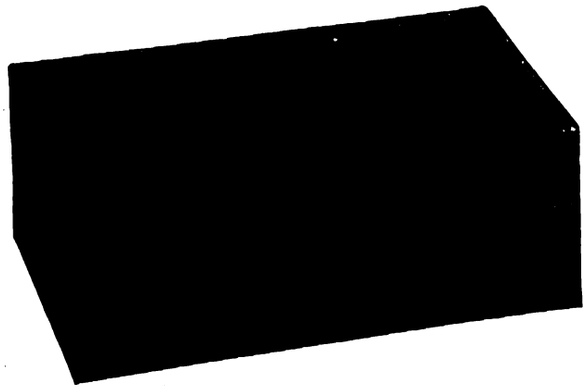
If your Jobber cannot supply you, advise us. Insist on the Original and beware of Imitation. COCOANUT DITTIES always repeat.

Manufactured by

The Ohio Confection Co., Cleveland, O., U. S. A.

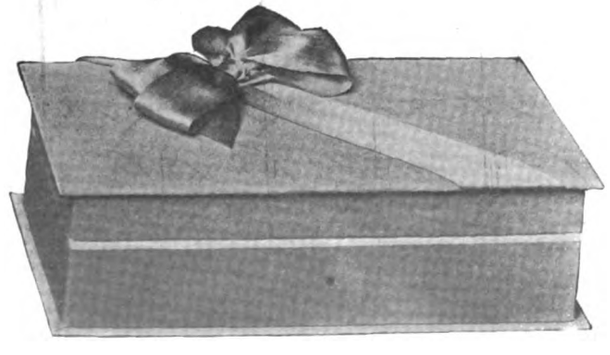
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Buy a Box That Fits Your Store

Only a few of the many sizes of special boxes are shown in this advertisement, as Set-up Boxes in quantity are made to order to conform to the taste of the customer.

With slight variations the five boxes shown are representative of the majority of orders, so far as shapes and sizes go, but where the Whitney Art Box Shop excels is in the variety of artistic coverings for the boxes.

This Department is in charge of C. J. Edmunds, who has a national reputation as a designer and for his ability in composing correct color combinations. Orders intrusted to us have Mr. Edmunds' personal attention and customers will be delighted with the beauty and novelty of his creations.

As an example of the scope and range of work produced in the Set-up Box Department we mention the fact that we work with covering material ranging from the lower priced papers to the most expensive Silks, Satins and Tapestries.

AND IN EVERY INSTANCE YOU WILL FIND OUR PRICES JUSTIFIED BY THE QUALITY WE FURNISH.

Snappy Window Display Cards help sell more candy. We have just issued a series. You should have them. Write to our Service Department for particulars.

WHITNEY & CO.

114-124 Water St. Leominster, Mass.

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For Better Products At Lower Cost

Our experts have made a scientific study of the right grades and varieties of cane sugar to use in all types of products. They have helped many of our customers to save money and to increase quality at the same time.

They will be glad to study your sugar needs, and if possible, help you in the same way.

American Sugar Refining Company

The Most Complete Line of Sugar in the World

Here Is a $25 Investment That Will Return You $50

For your profit and convenience we have selected small assortments of the best and most popular selling Party Favors for each of the following holidays:

These selections are made from advance orders placed by some of the largest retailers and wholesalers in

U-NEAK DINNER FAVORS

Valentine's Day $25!

1/4 Gr.	8201/1.	Red Basket Nut Cup with Bow and Gold Cupid on Handle.....	@	$8.25	Gr.	$2.06
1/4 "	8201/2.	Red Basket Nut Cup with Bow and Gold Heart and Arrow....	"	8.25	"	2.06
1/4 "	7204.	Red Drawstring Bag with Two Ribbon Loops and Cupid.....	"	9.00	"	2.25
1/4 "	8286.	Gold Cupid Standing on Place Card Oval beside red cup.....	"	7.80	"	1.95
1/4 "	4213.	Red Flower with concealed Blow-out trimmed with Cupid.....	"	9.00	"	2.25
1/6 "	4200.	Red Ruffled Horn that will stand erect on table with Gold Cupid holding heart place card.....	"	12.00	"	2.00
1/6 "	7206.	Ladies' Red Millinery Box tied with ribbon bow with Gold hearts and arrows around sides and on top.....	"	15.90	"	2.50
1/4 "	9239.	Red Turban Hat with feather plume Gold heart trimmed.....	"	9.00	"	2.25
1/6 "	9228.	Tall Red Yama Yama Hat with white band and three large gold hearts	"	12.00	"	2.00
1/2 "	1275.	Red U-NEAK Bon Bon Snappers trimmed with gold hearts and arrows	"	7.20	"	3.60
1/4 "	1207.	Large U-NEAK Red Bon Bon Snappers trimmed with Gold Cupid	"	9.00	"	2.25
						$25.17

Washington's Birthday $25!

1/4 Gr.	8302.	Red Basket Cup with bow and American Silk Flag on handle.	@	$8.25	Gr.	$2.06
1/4 "	8302/2.	Red Basket Cup with large bow and artificial Cherry and leaf..	"	10.50	"	2.62
1/4 "	7304.	Red, White and Blue Striped Draw-string Bag, two ribbon loops	"	9.00	"	2.25
1/4 "	4313.	Red, White and Blue striped flower with concealed blowout.....	"	9.00	"	2.25
1/6 "	4300.	Red, White and Blue ruffled horn that will stand erect on table with American Silk Flag and Place Card	"	12.00	"	2.00
1/12 "	A.663/8.	Natural Wood finish Log Box that stands erect trimmed with cher-ries and leaves.....	"	12.00	"	2.00
1/6 "	A.663.	Natural Wood finish Log Box to stand erect	"	9.00	"	1.50
1/12 "	7311.	Cherry Tree of artificial cherries and leaves on square ¼ lb. box. Box has red shirred ruffle around sides	"	18.00	"	1.50
1/4 "	7319.	Continental Hat Nut Cup in Red, White and Blue with rosette...	"	9.00	"	2.25
1/6 "	9360.	Fountain Hat with R. W. & B. Band and red spray top.....	"	9.00	"	1.50
1/12 "	1376.	U-NEAK Red, White and Blue striped Bon Bon Snapping Motto	"	7.20	"	3.60
1/6 "	1301.	Large U-NEAK R. W. & B. Bon Bon Snapping Motto, Silk Flag Trim.	"	9.00	"	1.50
						$25.03

Complete New Catalog Illustrated in seven colors and Gold—sent upon request.

10-12 EAST 23rd STREET **U-NEAK DINNER FAVORS, INC.** *(Trade Mark)* NEW YORK CITY

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Peerless
Marshmallow Sheet
"The Candy Maker's Friend"

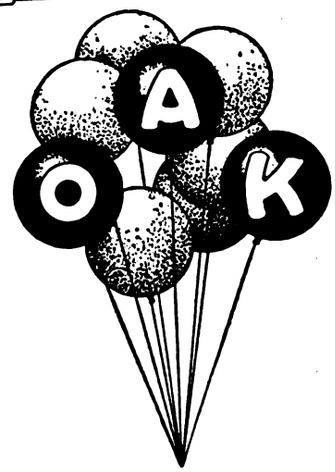
Used Extensively by
High-Grade Candy Makers

Gimbal's

The only marshmallow sheet that will produce a perfect product

ACTIVE JOBBERS WANTED

GIMBAL BROTHERS
MANUFACTURERS
First and Folsom Streets SAN FRANCISCO



One Million Dollars a Year for "Oak Brand" Toy Balloons and What It Means to You

AS a jobber, it means distribution in profits to the jobber of twenty-five to forty per cent. or two hundred fifty to four hundred thousand dollars a year for *"Oak Brand"* Balloons alone.

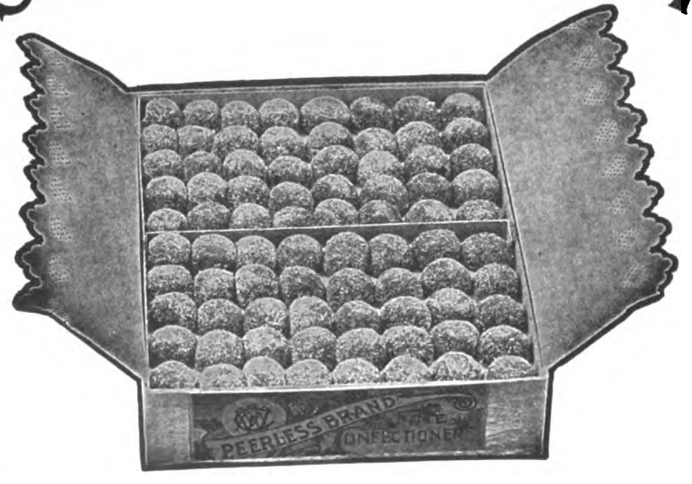
Are you getting your portion of these profits?

The toy balloon business of today is a legitimate line of business, especially when you are purchasing from a manufacturer who has invested a quarter of a million dollars to make the business legitimate and profitable to you.

A line from you will give you complete information

THE OAK RUBBER COMPANY
MANUFACTURERS
RAVENNA - - OHIO

PEERLESS BRAND JELLY DROPS



New Tray Package

Every Drop Perfect

BEST ON EARTH

Manufactured Exclusively by
WILLIAMSPORT CANDY MFG. CO., Williamsport, Pa.

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LOOK FOR THE NAME



Exact size—Weight, 3 oz.

Michelbach's

Avoid Imitations—
insist on MICHELBACH'S Original Fruit and Nut Loaf

Packed full of Fruits & Nuts



Made of Cherries, Pineapple, Black Walnuts, and Cream, Coated with Chocolate and wrapped in tin foil.

This specialty is a winner and a big repeater. It is packed full of the finest varieties of fruits and nuts, together with the finest grade of cream and coated with chocolate.

Let us know your requirements and we will quote you price and advise when we can ship.

WRITE FOR SAMPLES

E. MICHELBACH & SONS

Philadelphia, Pa.

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"This is Jack"

He's the boy,
Who buys the balloons
From the dealers who buy
From the jobbers who buy
From the house—
THAT "JACK" BUILT.



Write for prices. Write for colored descriptive matter and let us show you how we actually help your salesmen sell the All Star Balloon Assortment.

RICHARD D. BAKROW & SON
Bakrow Building
LOUISVILLE, KENTUCKY

BALLOONS
RUBBER BALLS

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"Satin Finish" HARD CANDY

IS UNQUESTIONABLY THE BEST MANUFACTURED

The Long Reputation of a ***Quarter of a Century*** *is Convincing*

HOLIDAY SPECIALS

All the specialties mentioned here are of the usual high-grade *Satin Finish* quality and are original and exclusive designs

St. Valentine's Day

Hard Candy Hearts, Red and Assorted, Many Sizes

Washington's Birthday

Hard Candy Hatchets—Two Sizes
Hard Candy Cherries—Two Sizes
Hard Candy Cherries on Stems—Two Sizes

St. Patrick's Day

Hard Candy Shamrocks
Hard Candy Paddy's Pipes
Hard Candy Paddy's Hats
Hard Candy Paddy's Faces
Hard Candy Blarney Stones

} Green or Assorted Two Sizes

Easter

Jelly Eggs
Hard Candy Eggs
Hard Candy Rabbits
Hard Candy Chickens

} Packed in 72 and 100 Count

Bottled Candies

of the
Most Exclusive Line
containing—

Dainty and Attractive
Hard Candies

Satin Finish

Assortment of
Penny Goods
in
HARD CANDIES
COCOANUT WORK
JELLY GOODS
GUM GOODS
PANNED GOODS
WRAPPED GOODS

BRANDLE & SMITH CO. Manufacturers of Original Specialties in Hard Candy

EIGHTH ST.
NINTH ST.
DAUPHIN ST.

Philadelphia, Pa.

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BEECH-NUT Mints are so delicious and so attractively wrapped and boxed that they are always a fast-moving sell r. Refreshing and with a distinctive flavor, they are simply irresistible. And they come in just those flavors people are most fond of—peppermint, wintergreen, clove, cinnamon and licorice.

BEECH-NUT PACKING COMPANY
Canajoharie New York

Beech-Nut
Confections

BEECH-NUT BRAND
BEECH-NUT
TRADE MARK
REG. U. S. PAT. OFF.
MINTS

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SURPRISE JAWBREAKERS!

A happy surprise for the kiddies.
A Profitable surprise for the wholesaler and dealer.

ORIGINAL SURPRISE JAW BREAKERS. Round, with high grade chewing gum in center. Assorted colors, Red and Black, packed 120 count in a box, 45 boxes in a case, Little Indian price card in every box.

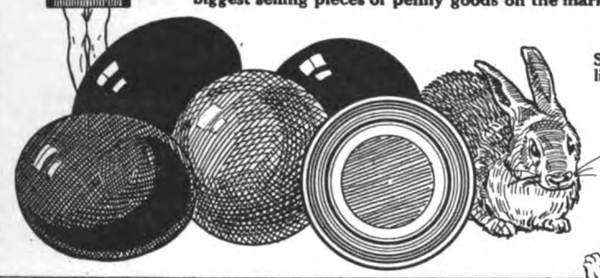
BUNNY SURPRISE JAW BREAKERS. Hard-boiled eggs. Egg shaped—also have high grade chewing gum in center. They change colors—watch the kiddies smile. Highly polished in five colors, Red, Black, Yellow, Orange, Violet. Packed 120 count in a box, 45 boxes in a case. One of the biggest selling pieces of penny goods on the market. ORDER NOW FOR EASTER.

Made by the manufacturers of COMPLI-MINTS

Send for price list today. Billed thru wholesalers only

Samples sent on request.

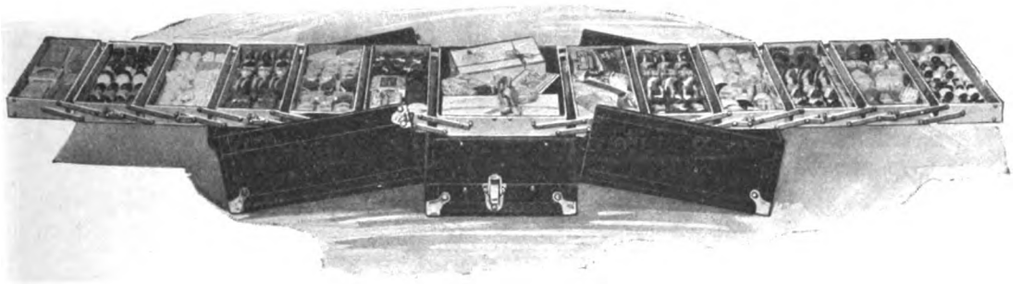
55 MFG CO





The Shelby Supply & Mfg. Co.
SHELBY, OHIO, U.S.A.

Reduced prices now in effect on Perfection Sample Cases



This case is No 11, Price $29.00

Perfection Sample Case Company
BLOOMINGTON ILLINOIS

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ANNOUNCEMENT

OUR 1922 POLICY

Reduce Prices, Allow Jobbers 20% Discount, Increase Advertising, Maintain Quality, Name Popular Prices, Allow Freight.

INCREASING VOLUME BEGETS REDUCED PRICES.— This warrants a reduction in prices. We show our confidence in the candy business in general and in "Taylor-Made" in particular by again doubling our capacity, thus cutting our overhead administration and practically all expenses in half — this reduces price.

20% DISCOUNT TO THE JOBBER.—This stated discount is in line with the common consensus of opinion of the best jobbers, and their associations — in which we fully agree — and, believing that the legitimate jobbers are entitled to a 20% margin, we now go on record by offering the legitimate candy jobbers 20% discount.

FREIGHT ALLOWANCE.—We offer to the recognized jobbers (the discounters) freight allowance, and, by the way, that's the only customers we aim to sell; *i. e.*, the better, the legitimate, discounting jobber.

INCREASED ADVERTISING.—National, local, trade papers, magazines,— by doubling our output and sales we increase our advertising appropriation fifty per cent. Directed to enlarge your demands for our thoroughbred, the genuine HONEY COMB CHOCOLATE CHIPS.

QUALITY has ever been our slogan — we aim to make the Best CHIPS known. Specialization tends to uniformity and perfect process produces perfect products.

POPULAR PRICES — Made possible by doubling our business — new labor-saving machines and methods — small profits — greater turn-over — resulting in NEW Reduced Prices January 1st that defy competition.

ONE GRADE ONLY, "TAYLOR-MADE," the best, and with our name always on each piece — save only for a few contracts with some large manufacturing confectionery jobbers who for private reasons prefer to sell under their own label — but whether 200 COUNT, 5-lb Boxes, 25-lb Pails, Fancy Packages, or 5c Sammies' Hav-A-Sac Packages, all of the same High Grade, the best we know how to build — and we have built CHIPS for more than twenty-five years.

January, 1922,
ttle Creek, Mich., U. S. A.

W. E. TAYLOR, Maker
The Original "TAYLOR MADE"
"HONEY COMB" Chocolate Chips
(Registered Trade-Mark)

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C. H. JONES COMPANY

276 West Broadway, New York

OFFERS

1. 2 CROWN VALENCIA ALMONDS, 28 lbs. to case, $10.64 ..... Per lb. 38c
2. 3 CROWN VALENCIA ALMONDS, 28 lbs. to case, $10.64 ..... Per lb. 38c
3. 4 CROWN VALENCIA ALMONDS, 28 lbs. to case, $12.60 ..... Per lb. 45c
4. SMALL JORDANETTE ALMONDS, 30/31 to oz., 28 lbs. to case, $12.60 ..... Per lb. 45c
5. MEDIUM JORDANETTE ALMONDS, 27/28 to oz., 28 lbs. to case, $12.60 ..... Per lb. 45c
6. MEDIUM LARGE JORDANETTE ALMONDS, 23/25 to oz., 28 lbs. to case, $12.60 ..... Per lb. 45c
7. LARGE JORDANETTES, 21/22 to oz., 28 lbs. to case, $12.60 ..... Per lb. 45c
8. EXTRA LARGE JORDANETTE ALMONDS, 18/20 to oz., 28 lbs. to case, $13.44 ..... Per lb. 48c
9. SMALL AVOLA STYLE, 28/30 to oz., 224 lbs. to bag, $94.08 ..... Per lb. 42c
10. MEDIUM AVOLA STYLE, 24/26 to oz., 224 lbs. to bag, $98.56 ..... Per lb. 44c
11. LARGE AVOLA STYLE, 20/22 to oz., 224 lbs. to bag, $100.80 ..... Per lb. 45c
12. GIANT AVOLA STYLE, 16/18 to oz., 224 lbs. to bag, $107.52 ..... Per lb. 48c
13. SPECIAL SELECTED ALMONDS, 220 lbs. to bag, $85.80 ..... Per lb. 39c
14. MARCONA ALMONDS, 28 lbs. to case, $12.32 ..... Per lb. 44c
15. BLANCHED ALMONDS, 100 lbs. to case, $15.00 ..... Per lb. 15c
30. 1921 Crop Bordeaux Walnut Pieces, 55 lbs. to case, $33.00 ..... Per lb. 60c
31. 1921 Crop Bordeaux Walnut Halves, 55 lbs. to case, $36.30 ..... Per lb. 66c
32. 1921 Crop Chabert Walnut Halves, 55 lbs. to case, $37.95 ..... Per lb. 69c
33. 1921 Crop Chabert Walnut Pieces, 55 lbs. to case, $31.90, Style ..... Per lb. 58c
34. 1921 Crop Chabert Style Walnut Halves, 55 lbs. to case, $34.65 ..... Per lb. 63c
60. MACAROON CEYLON DESSICATED COCOANUT, 130 lbs. to case, $15.60 ..... Per lb. 12c
61. MEDIUM SHRED COCOANUT, 130 lbs. to case, $15.60 ..... Per lb. 12c
70. LONG NAPLES SHELLED FILBERTS, 112 lbs. to bag, $30.24 ..... Per lb. 27c
80. GLACE CHERRIES (whole and pieces), 20 lbs. to case, $5.80 ..... Per lb. 29c
90. SHELLED BRAZIL PIECES, 300 lbs. to bbl., $76.90 .. Per lb. 38c
91. SHELLED WHOLE BRAZILS, 225 lbs. to bbl., $108.00 . Per lb. 48c
100. 1920 Crop Sair Dates, 70 lbs. to case, $4.55 ..... Per lb. 6½c
101. 1920 Crop Hallowee Dates, 70 lbs. to case, $6.65 ..... Per lb. 9½c
102. 1921 Crop Hallowee Dates, 70 lbs. to case, $7.00 ..... Per lb. 10c
104. 1921 Crop Tunish Dates, 50 packages to case, $11.25 .... Per lb. 22½c
130. JONES MILK CHOCOLATE COATING, 100 lbs. to case, $21.00 ..... Per lb. 21c
151. COCOA POWDER, 224 lbs. to case, $4.48 ..... Per lb. 2c
160. No. 1 SPANISH PEANUTS, 120 lbs. to bag, $8.10 .... Per lb. 6¾c
161. No. 2 SPANISH PEANUTS, 120 lbs. to bag, $6.00 .... Per lb. 5c
162. No. 1 VIRGINIA PEANUTS, 120 lbs. to bag, $9.60 ... Per lb. 8c
163. No 2 VIRGINIA PEANUTS, 120 lbs. to bag, $6.00 .. Per lb. 5c

Subject to Prior Sales

Terms: Net Cash, F. O. B. New York.

Shippers Weights

Less than 100 lbs. Via Express

Check must accompany order where credit has not already been arranged.



PINEAPPLE CUBES

FOR DIPPING

Packed in No. 12 (Gal.) Cans Gallon Glass Jars

6 FLAVORS - 6 COLORS

CREME DE MINT	GREEN
ORANGE	ORANGE
MARASCHINO	RED
LEMON	LEMON
NATURAL	NATURAL
GRAPE	PURPLE

Wonderfully Delicious!





Two sizes
800 Count
1000 Count

Processed right to cordial when cream dipped and chocolate covered
(Note illustration)

Order a case—6 cans assorted flavors—*Today*
Prices and results will more than please you.



Blanke-Baer Extract & Preserving Co.

3224-34 South Kingshighway St. Louis, Mo.

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WILBUR'S
CHOCOLATE
COATINGS

Wilbur Quality
FOR EASTER NOVELTIES

April 16, 1922

for CHOCOLATE EGGS

We suggest for the Finer Lines Superb, Caracas, Acme and Paragon Chocolate Liquors.

For Popular Priced Goods: Concord and Tioga Liquors; Brandywine Vanilla, Aldine Vanilla, Triumph, and Nonsweet Chocolate Coatings.

for CHOCOLATE BUNNIES

We suggest Meadowbrook Vanilla, M. C., and Sweet Clover Milk Coatings.

H. O. WILBUR & SONS, INC.
PHILADELPHIA, PA.

Service

THE Contribution of the Supply House to the Confectionery Trade is SERVICE. For over Forty Years Service has been our Motto, and Success our Trade-mark. Let us be of real Service to you.

J. W. ALLEN & CO.
110 No. PEORIA STREET CHICAGO, ILLINOIS

Machinery, Equipment and Supplies for the Confectioner

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To the Candy-Maker

IN making candies, whether cheap or expensive, take just as much pains in the cheap goods as you would in the most expensive chocolates or bonbons. The competition in the business is now so great that the public at large have seen almost all candies that are manufactured in this country. Department stores, grocery stores, drug stores, stationery stores and fruit stores are all selling candy, so you must use good judgment and taste in the making of candy, in order that its quality may look a little above the average.

Keep covers on the corn syrup as well as on the sugar barrel when not in use.

Keep a pail of clean water beside the furnace for paddles.

Keep colors and flavors on separate shelves; it saves time.

Keep all raw material where it will be free from dirt.

Keep all tools, that are made to hang up, hung up.

Keep a can of clean water placed near the furnace.

Keep your candy thermometer placed in this can when not in use.

Have small boards made for use when dipping chocolates or bonbons.

Keep a coal box near the furnace and see that it is filled each night.

Have the kindling ready for morning before leaving shop.

Keep a strong dipper hanging in the corn syrup barrel.

Keep an empty barrel near furnace, to set kettle on when not needed.

Keep scale clean, so that the figures can be read at a glance.

Keep the sink clean and tidy.

Keep your kettles clean and bright.

Have a place for every tool and every tool in its place.

Have as little waste or scrap as possible.

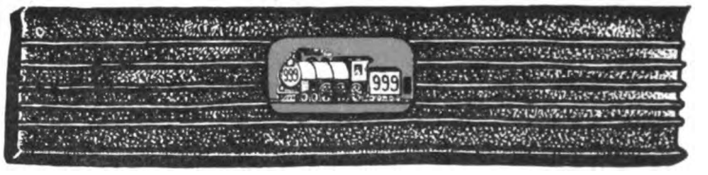
Mueller's "*Famous*"
LICORICE

("Made 'Famous' and kept 'Famous' by two generations")

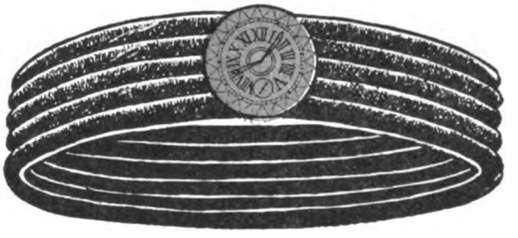


Presenting attractive NEW SPECIALTIES for 1922 that will make both friends and profits. "Buy NOW—sell NOW"—this is the slogan for the new year.

"Famous" train assortment, the greatest **"kiddie katching"** penny piece ever presented—an assortment of 6 engines and cars in each box—each engine and each car separately mounted on a wonderfully delicious Licorice Panel, the face of which is ridged to resemble tracks. The kiddie will want to collect the entire train which couples up—and this is where you, Mr. Jobber, and your retail customer become railroad enthusiasts. So order now and "All Aboard" for profits.



Watch Your Profits Grow With This Wrist Watch



Another "F a m o u s" product which the kids will "eat up." An attractively colored watch dial mounted on a band of toothsome "Famous" licorice. So made that the kiddie can wrap the band around his wrist and clasp it together with the watch face. **Now** is the **time** to order and sell.

Order From This List of Good Old "Famous" Stand-bys



"Famous" Cigarettes —red, blue, green cartons to each box

Cigarettes
Whoppers
Twisters
240 Tubes
Travelers' Companion
Plug
Trio Tubes (120 Count)
Whips
Cigars (banded)
120 Tubes
120 "Famous" Stick
Busters
Big 4
Chocomels
Brick
Lozenges for Manufacturing
Ends for Grab Bags
Sucker Sticks
Cogs



The "Famous" XLCR

Prepared with the finest grade of Spanish licorice by

The John Mueller Licorice Co.

Wade and Freeman Sts. Cincinnati, O.

NOTE: All illustrations smaller than actual piece.

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CONFECTIONERS JOURNAL
Oldest Paper of its Class in the World

Vol. XLVIII January, 1922 No. 564

CONFECTIONERS JOURNAL

Founded in 1874 by Edward A. Heintz
Published on the First of Each Month by

The Confectioners Journal Publishing Co.

CHARLES McD. HARVEY
President and Managing Editor

WALTER W. GALE
Vice President and Treasurer

FREDERIC W. HARVEY
Secretary

FRANK H. TAYLOR
Associate Editor

LOUIS W. ROESCH
Circulation Manager

411-413 Walnut Street, Philadelphia

Subscription price, $3.00 per year; single copies, 30 cents
Canada, $3.50; Foreign, $4.00 a year

Changes for advertisements must be received by the 10th of the month

No cancellation of advertisement received after the first of the month

Make remittances payable to the order of
The Confectioners Journal Publishing Co.

Member Audit Bureau of Circulations

NOTICE TO ADVERTISERS—In order that we may protect our advertisers from unfair competition, and our pages from unpleasant controversy, we reserve the right to object to the wording of any advertisement, and contracts will only be accepted by us with this understanding.

MOTTO FOR THE MONTH

Just figure up the biz you've done
And your profit, in 1921.
Now a new year has begun,
Upon the whole, perhaps you've won.
And if you're wise, you'll advertise
Right now, and all the while.
You'll earn, this year, a bigger pile.

All of the "Journal's" subscription agents bear letters of identification. Do not pay money to any one who cannot show proper credentials. Agents have no authority to change subscription price, or to "club" the "Confectioners Journal" with any other publication at a cut rate. We will thank any confectioner to let us know of any agent violating our instructions.

Forget Christmas and Get Busy

CLOSE observers of the broader aspects of the winter holiday trade express the opinion that in the great centres of retailing the total of sales made, if not the aggregate of Christmas money spent has been in excess of recent years.

In less populous sections where employment has been uncertain the reverse has been true, but wherever there are parents and children the Christmas spirit has been potent.

The pinch of economy seldom enters the door of the candy shop. More than any other article of seasonable gift-making, confectionery is regarded everywhere as the chief essential of a real Christmas-time of good cheer.

As a profitable factor in the rounding up of the year's business, the winter holiday trade generally averages about the same. The big thing that counts is the steady run of demand at the candy counter, week by week, all through the year. And that demand of every day right along has got to be worked for. There should be no let-up in keeping the public coming your way. Barring bad weather conditions, each day ought to end with some profit to the good. New and attractive ideas always draw notice. The modern retailer has got to come out from behind the counter and find the people all around him who don't know that he is in business. Get after them in local newspapers, be a mixer, hand out goods that make folks come back for more. Start something and keep it going. That's the way to make 1922 the kind of a year it ought to be.

The Outlook for 1922

SOON after the coming of a new year we all naturally brace up and take a fresh start in our affairs. It's the American way of doing things. We make new plans and talk them over as part of the program we have in mind. If we are generally agreed that 1922 is going to be a good selling year we can do our part to make it so by doing our share of plain hard work in the office, the factory, the store, or on the road. There are, no doubt, some sections of the country where, by reason of strikes or other local causes, money is scarce and retail stores are doing a reduced business. But, all the same, the section, as a whole, is progressing steadily in the

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direction of solid and lasting prosperity. The capacity of the people of the United States for buying and paying for what they want has never been fully tested. We are not all joy riders. Last year more money was deposited in savings institutions than ever before in a like period. The prospect that the government of our country will lead in the wonderful world agreement for the reduction of armaments and that the enormous sums annually spent in naval and military projects will be partly diverted to the promotion of industry and trade, are the best tonics of confidence in the future that we have known in many a year. The presence in Washington of statesmen from many nations seeking a guarantee of lasting peace, as against further wars, is the greatest event in our national history. Why, then, should we fear to go ahead and do our part as American citizens and men of business?

As to Price Levels

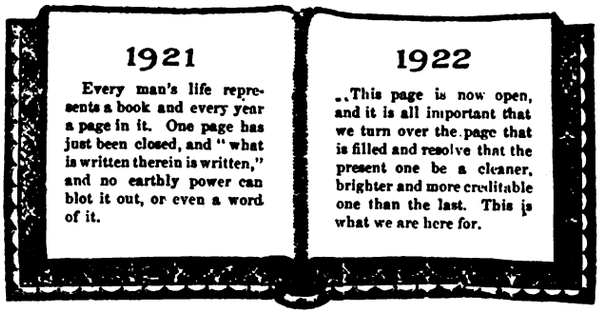
SOME editorial writers are debating the question "Have We Reached a Final Price Level?" As a matter of fact, there is no such thing in practical business. Prices always have fluctuated for better or for worse, according to passing conditions. Just as the sum total of costs varies so much, selling costs vary. Losses occur mostly where exact costs are not ascertained, there is no room in these days for guesswork. You can't fix a price and keep it fixed unless you have got something to sell that everybody wants and nobody else can supply. That don't mean candy.

How About a Candy Year?

WHEN the returns of last "Candy Day" came in we heard quite a lot about making every day a "candy day" right through the year. How about it? A number of live-wire confectioners, mostly out west, took the official "Candy Day" last fall seriously. They advertised in a big way in the local papers and wore themselves out trying to keep up with the rush that followed. "Candy Day" ought to be once a week, anyhow. It's only a matter of making a noise in type, until everybody in your town believes that you mean what you say, and then after awhile you can put across six "candy days" every week just as we talked about last September.

Getting Rid of the Dust

THE broom and dust-pan have no place in the up-to-date store. Use some type of vacuum cleaner. It will get the dirt and dust, and with certain attachments the dust upon the shelves can be mostly removed. We must always have dust, but stirring it up with a broom don't mean cleanliness in these days.



Watch Washington

A SUBSTANTIAL reduction in both passenger transportation and freight rates upon the part of the railroad corporations is a necessary factor in a return of business to a normal condition of prosperity. This urgent matter will be up for discussion before the Interstate Commerce Commission at Washington, beginning on January 9th.

The National Confectioners' Association, as a member of the National Industrial Traffic League, will be represented at the hearings. It is not to be assumed that transportation interests are in a position to make concessions with due regard to a safe conduct of their business as common carriers. They are suffering from numerous over-costs which are the aftermath of war times and forced production, breeding expenses heretofore unknown, the chief of which is a general wage scale away above the value of the labor performed or the ability of the employers to pay and save a profit.

Political expediency stands in the way of plain, common-sense scaling of wages generally. The idle worker, whether skilled or otherwise, has a vote and the employing corporation, attempting to put him back on his job at the old pre-war terms, is his enemy. The safe thing has been to take it out of the shippers of goods. The shippers must have customers to whom they can pass the buck. These are, under the circumstances, few and far between. The old healthy distribution of goods is suffering from paresis. After labor has been satisfied the costs to the consumer are often beyond his disposition to pay. Meanwhile, business interests are hammering at the doors of officialism at Washington to get this deadlock from the laborer to the retailer and consumer settled. The holder of railroad securities wants his dividends, nothing less than dire necessity will drive the idle worker to go back to his job at reduced wages, unless he can get the necessities of life at old-fashioned prices. It's mighty bad politics to antagonize the wage worker. Before wages can be reduced, permission must be had from Washington. Until wages are reduced, business will wait and watch.

It is proposed to effect freight reductions upon certain selected commodities, to the unequal benefit of sections, whereas, there should ensue equal treat-

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ment of all articles of shipment wherever produced. It is to urge this economic truth that the National Industrial Traffic League will go to Washington this month.

Another Candy-Date in the Field

DURING 1921 the confectionery trade of the United States was blessed (?) by the birth of four new papers, the parents of whom advanced in a spirit of modesty, a modesty peculiarly their own, that the dear little offsprings had been brought forth to "fill a long-felt want," or something like that, and also to lead the discouraged and weary confectioner out of the Slough of Despond and unto that land that is ever flowing with milk and honey.

Canada, like the good old U. S. A., has likewise just seen a new journalistic child born in confectionery circles, and has given the name of "Candy" to the infant. The Lancet Publishing Company, of Toronto, standing sponsor for its good behavior.

When the CONFECTIONERS JOURNAL was introduced to the trade, forty-seven years ago, it was first in the line of its publication, and therefore the first paper to teach the confectioners the potency of advertising, the possibility of national business, and the advantages to be gained through co-operation.

Since the JOURNAL was founded there have been many other papers brought out, most of the lot after a precarious existence of a few months dropping dead from fatigue. In the JOURNAL'S office there is a big volume, commonly called the "cemetery" by the office force, in which is pasted copies of more defunct candy papers than there are alleged live ones today, and there are still blank pages left for some more interments.

The reason why the defunct papers climbed the golden stairs can be best affirmed by the statement that they were not founded upon honesty, but were merely put out as grafting enterprises to separate the confiding advertiser from his hard-earned dollar. Faked circulations supported by lying tongues kept the papers going for a few months, but when the advertiser got wise their demise followed.

If there ever was a time when honesty is required of a publisher in making circulation statements, now is just that moment, and the best way for him to show that he is honest is by a membership in the Audit Bureau of Circulations of Chicago.

Titles of papers, artistic (?) advertisements therein; red-, white- and blue-, pink-, green- and lemon-tinted covers are all right, but they do not in themselves give the advertiser the service he needs or what he is told he is paying for. Nothing but an audit of circulation by an independent bureau can prove just what circulation a paper has.

This year, advertisers wise to their own interests, will be still wiser and much richer, if they will assure themselves before signing advertising contracts that the paper being considered is able to, and will "deliver the goods."

Proposed Economic Conference

AN International Economic Conference, to be invited by the Government of the United States, is called for by the General Committee on the Limitation of Armament, in a resolution of the governing board, made public last month. The proposed Economic Conference will be as vital to the commercial and industrial relations of the nations of the world as the present Disarmament Conference is to their political and diplomatic relations. It will be equally momentous in ushering in a new era of peaceful and friendly adjustment of international problems, and will be of the greatest consequence in removing economic barriers and consequent misunderstanding, such as in the past have led to war. Its need is based upon the present uncertainty of world production and instability of world markets. There is not a business or laboring man in America who will not be helped by an International Economic Conference, the committee believes. Its call can be assured, they are confident, if the country cried aloud for it at this time and the voice of the people is expressed through the "amplifier" of the platform, pulpit and press.

The General Committee believes there is urgent necessity for the people of America to let the president and the American delegates at the International Disarmament Conference know that they are ready to back them in whatever world agreements may be deemed essential to the preservation of friendly international relations and the perpetuation of world peace. A battalion of speakers, under the chairmanship of Bishop McDowell, is ready to take the platform, immediately, to carry this message into every village and city of the nation, and to awake public opinion to concerted and effective action. More than 1,000 speakers volunteered to speak for the General Committee, within the first week after the appeal was issued. Any city or organization will be supplied with a speaker, upon notifying the Speakers' Bureau, General Committee on the Limitation of Armaments, 1319 F Street, Washington, D. C.

New Canada Custom Law

AN amendment to the Canadian Customs Tariff Act reads as follows:

"12A. That all goods imported into Canada which are capable of being marked, stamped, branded, or labeled, without injury, shall be marked, stamped, branded, or labeled in legible English or French words, in a conspicuous place that shall not be covered or obscured by any subsequent attachment or arrangement, so as to indicate the country of origin. Said marking, stamping, branding, or labeling shall be as nearly indelible and permanent as the nature of the goods will permit;

"Provided, That all goods imported into Canada after the date of the coming into force of

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this section which do not comply with the foregoing requirements shall be subject to an additional duty of 10 per cent. ad valorem to be levied on the value for duty purposes, and in addition such goods shall not be released from customs possession until they have been so marked, stamped, branded, or labeled under customs supervision at the expense of the importer.

"(2.) This section shall come into force on the 31st day of December, 1921."

Our New Volume

WHEN the CONFECTIONERS JOURNAL feels called upon to say anything about permanent circulation we stand ready to put all the cards on the table, face up, with no reservations. We hold a winning hand in the game of effective business and have nothing to qualify. This publication has, behind it, a clean record of honest service performed through nearly a half century. First in the field of trade monthlies to promote the development of the confectionery industry in America, its publishers are proud of past accomplishments and of the estimation in which it has been held in the past among its advertisers and subscribers, which it now enjoys and intends to be increasingly worthy of in the future.

Opportunity always awaits success and new vistas of usefulness constantly invite continued performance.

We have never printed an issue which was not better than the one preceding it. The history of the CONFECTIONERS JOURNAL is equally the history of the wonderful growth of the great far-spread business of candy manufacturing and sale and of all its allied industries. When the late Edward A. Heintz ventured upon the founding of this publication he had to count upon a limited field of support, but he was inspired by confidence in the future. That confidence was not mistaken. He was one of that small group of men who laid the corner-stone of the structure of co-operation when they founded the National Confectioners Association and so created the impetus which has contributed to place the production of candy among the great lines of manufacture of the country.

Those who succeeded him in the management of the CONFECTIONERS JOURNAL have been and continue to be, as he was, imbued with a full sense of responsibility to all, whether readers or advertisers, who have helped to make this publication what it is today.

With this issue we enter upon a new volume and a new year of further service. We believe that it is going to be a good year. Individual success and prosperity depend upon individual enterprise and confidence. We wish for all to whom this message may come a full reward for whatever they may do to contribute, in the course of the coming year, to the general welfare of themselves and of the splendid line of productive industry with which they are identified.

The Business Quiz

Questions

1. What is meant by the "Structure of a Sale?"

2. Why are tall salesmen at a disadvantage and sell less goods than shorter ones behind the counters of a store?

3. What percentage of goods, including raw materials, are bought by women buyers?

4. What class of retailers receive the greatest proportion of the average American dollar?

5. If an article cost you $1, your running expense 15 per cent, and you wish to make a profit of 10 per cent., how would you compute?

6. If you reduce an article selling for $1.50 and which costs you $1 to 90 cents, what is your gross loss?

Answers

1. The Structure of a Sale is classified in divisions as follows: (a) Pre-approach; (b) Attracting Attention, (c) The Explanation, (d) Demonstration, (e) Answering Objections, (f) The Close, (g) The "Get-away," (h) Self-checking Your Salesmanship.

2. The reason why a tall salesman is under a disadvantage and a shorter man the reverse is, the average counter is 31 inches high. A tall salesman awakes a feeling of awe in the minds of women shoppers, a shorter one more confidence.

3. It has been determined that over 67 per cent. of every dollar's worth of goods from raw material to finished product is either purchased by a woman or she controls the sale.

4. Government investigators have discovered that 43 1-10 per cent. of each dollar goes for food. 13 2-10 per cent. for clothing, 5 6-10 per cent. for fuel, light and heat, 17 7-10 per cent. for shelter. 20 4-10 per cent. for sundries.

5. The average merchant figures $1 plus 15 per cent. selling expense, plus 10 per cent. profit means marking goods $1.25. This is wrong for 25 per cent. of $1.25 is 31 cents, which subtracted from $1.25 leaves 94 cents, whereas the true cost is $1.

6. Once an article is marked to sell at $1.50 the identity of the cost, which in this case is $1, is lost. Thus the gross loss is 60 cents, or the difference between 90 cents and $1.50.

Millions Saved Up for Christmas

IT has been estimated that Christmas savings funds to the total amount of $150,000,000 were distributed last month by 4,000 banks, to about 5,000,000 thrifty persons. This interesting fact goes far to prove the hold which the Christmas spirit has upon the hearts of the people generally, and the wide-

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spread provision that is made to save money in order that there shall be a real Christmas in the homes of millions of families where little children must not be overlooked by Santa Claus.

Meeting Executive Committee N. C. A.

AT the meeting of the Executive Committee of the N. C. A., in Chicago, on November 15th and 16th, at the Hotel LaSalle, both the subject of a national advertising campaign and the adoption of a slogan to be used by the general trade were thoroughly discussed.

In the matter of the advertising campaign it was the consensus of opinion that certain preliminary educational work would have to be done before an active campaign could be undertaken. V. L. Price was made chairman of this committee with four other members to be selected later.

Out of a large number of suggested slogans the committee tentatively selected one, but until its approval by the various associations of manufacturers, jobbers and retailers, no announcement will be made. At the proper time the slogan will be given out by the JOURNAL.

"In Conference"

THIS is a badly overworked bluff that has come into use in recent years and which, while it may impress a few callers not of any special consequence, tends to develope dislikes where such excuses from an interview cannot be afforded. If the man in authority back there in the rear office is really as busy as to warrant in delaying the man outside, the latter should be courteously referred to an assistant and sent on his way, if need be, with a pleasant word.

We are all "in conference" with somebody most of the time in business hours, but in the long run we manage to see quite a lot of visitors in a day and now and then it leads to something worth while.

Waste Wastes Profits

THE ever-present problem of industrial waste is a subject of more than ordinary attention at this time. This evil can, no doubt, be subordinated, but it cannot be wholly overcome in even the most systematic factory practice. A percentage of waste in material, processes and marketing must be figured into the cost account. Waste is, perhaps, no greater in this country than with England and other manufacturing nations, but we are less strenuous in finding its sources. Where margins of profit were broad and production active, a certain amount of waste counted but little. As matters now stand, it is time well spent to find out how and where wasteage exists in office, factory or store, and to devise ways of reducing it.

The Pessimist in Business

PESSIMISM is a contagious disease. One individual afflicted with it can adversely influence a lot of other people who may happen to listen to him. He is responsible to a considerable extent for starting and keeping alive the contagion of doubt and hesitation which produces dull trade and prolongs hard times. After hearing him talk it takes a man of firm good sense and intelligence to go ahead heartily in making the most of his business. Pessimism is a drag upon the wheels of industry and an enemy of prosperity. You know people of that dismal frame of mind. Keep away from them. It's catching!

Speculating on the Future of Prices

By J. H. TREGOE,

Sec.-Treas., National Association of Credit Men

WE have pointed out from time to time the relation of prices to active business and as commerce is nothing more than the producing, buying and selling, and transporting of commodities, its fluency depends on confidence, and confidence can never control when there are suspicions as to the rightfulness of prices. The student in working out his cycles will naturally measure the future by what has happened in the past and will reflect inasmuch as the recession from all large wars of the past century has brought lower prices, especially in foodstuffs, that there can be an expectancy of a repetition of this course after so tremendous a debacle as our recent war.

There is one difference, however, that we want to point out and that may have a very deep effect on the future process of prices. Heretofore the producing power of the nations was not materially affected even after the Napoleonic War, when our own foodstuffs were greatly sought for in Great Britain and the principal European ports. The recent war, however, has affected economic conditions in Europe beyond any previous war and it is not to be expected that recovery will be within a sufficient period to bring production back to normal and depress the price of products of our own country to a point where they will prevail at a low basis for any definite term of years. Southern Europe which has always produced large quantities of grain in the past, in fact has been one of the granaries of the world, will not come back for a long, long time.

The new countries of Europe are fighting for their very existence, and are not able really to sustain themselves. With increased buying power there should be an increased demand for our agricultural products at least, and in our judgment this demand will advance prices unless our own production is far

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in excess of normal years. Anticipating, therefore, lower prices for years to come, especially in basic commodities, doesn't seem to me well founded. The prices of many of the basic commodities went very low and an advance rather than a further depression can be anticipated. The prices we are referring to are the prices consumers pay for fabricated commodities and there has been too great a difference between the basic and the fabricated price for the restoring of confidence.

We have every reason to build up our capital and have it ready for agricultural and industrial enterprises as our own commercial atmosphere clears and conditions in Central Europe improve. I would not, in this forecast, and which expresses merely my own opinion, lay unwarranted beliefs for the future that might encourage unwise investments or over-zealous expectations. These ideas rather express merely that we need not be concerned as to the future in the same manner that we were led to regard prices following previous wars of the last century.

Taking a Partner

FOR the man who has been going it alone and doing fairly well the wisdom of joining hands with a business associate is a matter for serious reflection, almost as much so as taking a wife. Partners are generally wanted because of skill, experience in selling goods, for more capital or because business has grown large enough to warrant the attention of more than one. The main thing to consider is good team work. This means goodwill, respect and confidence. It means steady, hard work for the mutual good. Between comparative strangers, proposing to join in business, good references ought to be exchanged. It is wise to confer with mutual friends before reaching a decision in such an important move. Many of the business failures that constantly occur are mainly caused by incompatibility between partners.

Again George Harvey

GEORGE HARVEY, the distinguished American Ambassador to the Court of St. James, is not the only one of his name to receive political preferment, for another George has come to the front, this time the one honored being George U. Harvey, President and Treasurer of the International Confectioner, Inc., New York, who was recently elected as a representative of Queens Borough in the Board of Aldermen of that city. He was elected to office by a majority of 23,000 votes. In his new position he will carry faithfulness of purpose and if devotion to duty will advance him to higher honors, who knows but what he yet may be heard in the Halls of Congress, or maybe another George Harvey, Ambassador. George has the JOURNAL'S best wishes.

Sweet Potato Syrup

DR. H. C. GORE, of the Bureau of Chemistry, U. S. Department of Agriculture, has been experimenting for some time with sweet potatoes as a source of syrup, the intention being primarily to provide an economical outlet for the considerable portion of the crop that may not be marketable, as well as to establish an industry which would assist in the diversification of agriculture in the southern states.

The department has now decided to establish a production unit or demonstration at Fitzgerald, Ga., where questions of cost of commercial production as well as the market value of sweet potato syrup as compared with syrup from corn, cane, malt, etc., can be determined. Production is to be undertaken as soon as machinery can be installed and if this large scale experiment proves successful, commercial manufacture of sweet potato syrup may be undertaken. Samples thus far produced are rich in sugar, highly palatable, and of a fine brown color. It has been used with satisfaction for baking, general table purposes, and in the manufacture of candy.

Hearing on Standards for Cacao Products Postponed

AT the urgent request of a number of manufacturers of cocoa products, the public hearing upon the "tentative amended standards for cacao products," announced by the Joint Committee on Definitions and Standards, and set for December 13, 1921, has been postponed to January 12, 1922, 10 A. M. The hearing will be held at the Bureau of Chemistry, United States Department of Agriculture, Washington, D. C.

Carbonated Candy

ACCORDING to the Public Ledger a man in Chicago has invented carbonated candy.

The candy mixture, in a liquid or semi-liquid state, is put into an air-tight metal container. Then carbonic acid gas—the same gas that gives the fizz to soda water—is forced into the container, the mixture being simultaneously violently agitated. The gas thus injected forces the air out of the container and is at the same time incorporated with the candy mixture, rendering the latter light and porous and imparting a flavor, described as peculiarly delicious by those who have eaten it.

IF you want to build up bigger business, take particular pains to consider the calls you have for goods not hitherto carried.

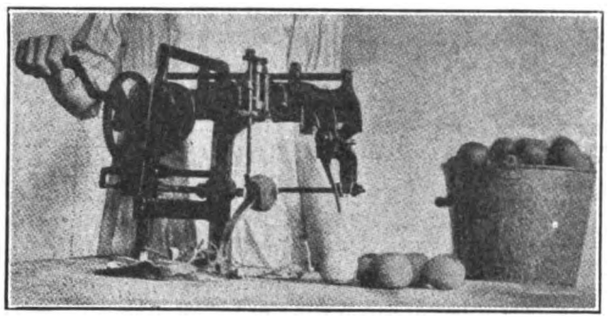
WE don't like the fellow who criticizes our business methods, but he is probably a better friend than the man who utters only compliments.

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Apple Candy

T. H. ABELL, in Bulletin No. 179, issued by the Utah Agricultural College Experiment Station. Logan, Utah, in speaking of apple candy has the following to say:

The process of manufacture is not startlingly new; it is simply the application of a few age-old principles for the production of a modern article. Apple candy is a new and economical form of apple paste.



Peeling and Coring the Apples

Fruit pastes have been a common form for preserving fruits in tropical and Old World countries for many years. These fruit pastes have been used much as we use candy and also in combination with cheese as a salad at meal time. In fact, in the southern states cheese and fruit pastes are widely used as a salad.

High-grade pastes are made from apples, apricots, cherries, gooseberries, grapes, guavas, kumquats, pears, plums, quinces, and many other fruits as well as vegetables. The fruit pulp is separated from the seeds, cores, skin, etc., placed in a flat container with a large quantity of sugar, corn syrup, or other sweetening, and cooked slowly with frequent stirring until quite stiff . The paste is then poured out to a depth of one-half inch on a greased smooth surface, such as marble, porcelain, or enamel, and allowed to cool and dry for several days. When nearly dry the paste is cut into desired shapes, rolled in powdered or granulated sugar and dried some more. It is then stored in air-tight containers. When carefully made, and especially when several fruits are blended, these fruit pastes are a delicious and wholesome confection.

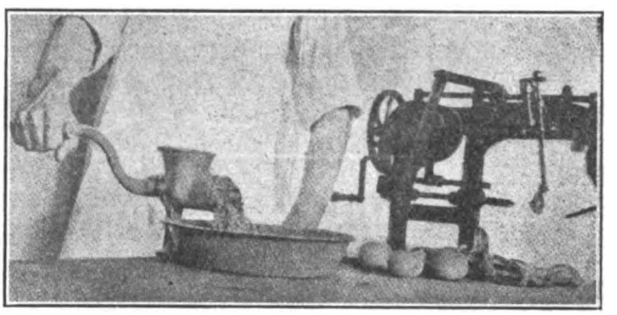
These fruit pastes should find a ready market if they could be manufactured on a large scale. However, the process required to cool and dry the fruit pastes practically prohibits economical manufacture. Hence the desirability of finding new ways and means to utilize fruit pastes, as described in this bulletin.

For many years the French have been experts at making delicate confections called "fruits confits" and "fruits glaces." The former are fruits which retain their natural form and color and have absorbed quantities of sugar; the latter only differ from the former in that they have been redipped and given a crystalline coating of sugar, so that they are dry to the touch and agreeable to handle. These delicacies may be procured at many confectioneries in America, but owing to the great cost of manufacture are very expensive and therefore not within the reach of the majority of candy consumers.

W. P. James, while attempting to work out a concentrated form of apple for the use of the soldiers in the trenches in the late World War, discovered a product that he recommends for use as candy. He calls it "apple flakes." "Apple flakes" are made by first removing the apple skin and then paring the entire apple down to the core into long, thin strips, mixing with granulated sugar and drying in an air blast.

Thus, "apple flakes" are the first candy-like form which promised the possibility of utilizing large quantities of apples, and that could be made available to the general public.

This is truly a "candy age." A person needs only to be observant to see that every candy kitchen and candy store is thriving. The candy business is growing rapidly and is assuming the importance of such stable industries as transportation, mining, and manufacturing.



Grinding the Apples Through a Food Chopper

Among the causes of the recent rapid growth of the candy industry may be mentioned the coming of prohibition, increased earnings and thus a seeking for luxuries on the part of formerly poor people, candy habit formed by soldiers in training, and the discovery of the high food value of candy.

With this increased demand for candy there is sure to be more or less cheap candy made with a doubtful effect on the health of the consumer. On the other hand, there is danger of over-eating of the best candies which are high in sugar content. Fruit candies, which would be as palatable and valuable as sugar candies, are also valuable for their acids, fruit esters, and fruit sugars, and therefore would be healthful, especially as an aid to digestion.

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OUTLINE OF PERFECTED PROCESS

1. Apples washed, peeled, cored and trimmed.
2. Ground up in food chopper and weighed.
3. Granulated sugar at rate of 15 pounds to 100 pounds of chopped apples thoroughly stirred in.
4. Spread one-half inch deep on drying trays and evaporated for 36 to 48 hours. This dried mass is called "apple leather" and it may be stored indefinitely.
5. "Apple Leather" is ground up in food chopper and becomes a dry, paste-like substance. This is also a storage form, and is called "apple paste."
6. A syrup composed of three pounds of sugar and one quart of water is made. This is stirred into four pounds of dry paste. Nuts and cocoanut may also be added.
7. The result is apple candy which may be molded into any desirable form and then allowed to harden slightly before use.

Dried-apple paste could be manufactured commercially in any evaporating plant in which the drying is done on trays.

The question arises: "Will the public buy confections made of apple candy?" In order to answer this question the Department of Horticulture made the candy up into chocolate-coated bars and offered it for sale at a candy counter which makes a specialty of candy bars. These apple candy bars sold quite readily and in constantly increasing quantities during the five months of the test, and this without any advertisement to swing local curiosity in their favor.

Marrons for Confectionery

THE work of growing chestnuts and preparing them for a market is carried on in France, and Lyons is the centre of this industry. Many varieties of chestnuts are grown in a number of departments, and are called "Marrons" and "Chataignes." The latter is the smaller, and the less desirable of the two. The marron is cultivated only by grafting, while the chataigne grows wild. Among the different varieties are the following: "Chataignes des Bois" (wild chestnuts), small, but of little savour; "Chataignes Ordinaires," a little larger and taller than the former; the "Yellow Spring," early and very productive; "Exalade," the best of all; the "Pealone," a large, good eating fruit. The best marrons are those known as "Marrons de Lyon," of which the fruit is large and almost round; the shell is thin, and the epiderm light; the "Dauphinoise," the "Great Red," the "Great Green," the "Partalonne," the "Pelagrine," the "Marron d'Aubray," the "Marron d'Agen," and the "Marron du Luc." In the Department of the Correze the favorite marrons are the "Early Black," the "Early Red," the "Early May," the "Humineaux," the "Humineaux Rouge," the "Matronne," and the "Correze." In some parts of France, in what are called the schist lands, chestnuts form a very important article of daily food. They are boiled, pulverized, and eaten like mashed potatoes. In every city, and nearly every village, during the autumn and winter, they are sold in doorways and at street corners fresh from large roasting pans. The chestnut occupies a conspicuous place in confectionery. Every confectioner buys and prepares them. In the preparation, the nuts are first peeled and then boiled in clear water, when the second skin is removed. They are then placed in a syrup highly perfumed with Mexican vanilla. It is said that this vanilla retains the perfume better than other kinds. The fruit is left three days in the syrup, and then set to drain. Afterwards it is treated to a thin coating of vanilla, packed in boxes, and shipped. The work of preparing chestnuts for the market goes on night and day for three or four months of the year, while the fruit is in condition. During the rest of the year the establishment is engaged in preserving other fruits. The wood of the chestnut tree is considered valuable for many purposes. It is strong and tenacious, and may be subjected for years to the influence of air, wind, or water, without decaying. In some places the trees are cultivated solely for the wood. It burns well and produces a great heat, but is considered dangerous as fuel on account of its tendency to throw out sparks. It makes excellent charcoal. The wood finds many uses in France, the smaller branches for hoops, lattice work, small baskets, supports for vines, ladders, etc. The tree flowers in May and June, and requires no special care in its cultivation on account of its hardy character. It flourishes in gravelly soil or shale. A calcareous soil is fatal to its growth.

Modern Miracles

WE live in an age of ever-increasing marvels, within a few weeks, through the co-ordination of wireless, telephonic and cable systems, the progress of the Disarmament Conference in Washington has been reported verbally by correspondents within a few moments to newspaper publishers all over the world. In thousands of homes, provided with ordinary wireless fixtures, the music of operas, of concerts and bands, lectures, sermons and reports of important events are clearly heard. Mary Garden's Grand Opera Company, in Chicago, now "broadcasts" concerts to home listeners five nights in each week.

IN order to get a price with a profit for their sugar the Cubans project a tax on all sugars ground, before February 1st, next. Cuba is suffering from too much of a good thing. The only way out is to diversify crops.

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BUSINESS BUILDING

A. E. PHARO

THE NEW YEAR. WHAT WILL YOU DO WITH IT?

THE New Year is here, and if I followed the custom, I would smile cordially, wish you a "Happy New Year," in a good-natured and care-free manner—and let it go at that. But these are not ordinary times, and it is therefore in order to depart from ordinary customs. One of the first states of mind we should assume. I believe, is a feeling of profound thankfulness that we are not located in war-torn, harassed and struggling Europe; but that we are in this happy and prosperous land, which descended only a little ways in the frightful valley of Business Chaos, and is now well up the slope, where the strengthening rays of the Sun of Prosperity shine upon us, rekindling our confidence, hope, ambition and energy. Let us get that thought in our minds good and hard, for it will be a foundation of comfort and strength on which we can stand in the coming days of our strenuous work.

Then let us also absorb the thought that though we have advanced considerably up the slope from the Valley of Despond, we have not by any means, reached the summit. There is more to climb, the ascent is steep, the rocks of danger are many and threatening, and the clouds of disaster frequently cover the face of the sun and seek to blot it out altogether. This calls for a repercussion in our minds—as the highbrows are fond of saying. It causes us to think, and almost "furiously to think." A good many of us are doing a good business, making money and prospering, thank you. Which makes us glad. But there are rocks ahead of such, unseen and under the surface. The tremendous energy which the war woke up seems to remain and is being transferred into industrial channels. Business methods are changing and changing mightily. The complicated business of merchandising is becoming more of a science. The buying of goods is done much more carefully, more cautiously, more systematically than before. The methods of appeal in selling are numerous and far-reaching. The arts of the salesmen have been refined to a remarkable degree. And then competition comes on apace. And this competition finds expression in a fine store, in the very best location, furnished and stocked with the last word of store-attractiveness and management. What are you going to do to offset this competition, you who are now enjoying good business, though practicing the rule-of-thumb methods?

Then, there are many of us who already have rough sledding, who are now experiencing keen competition and feeling its depressing effects. The shoe pinches and it hurts. What are we going to do to relieve the painful pressure?

Permit me to assist you all I can, even though it be slight. Let us each and every one resolve, and let us "resolute," thus, "I will be as good a business man as I possibly can." Then let us live up to that resolution. It will work wonders for us.

WOULD YOU MAKE A GOOD EXECUTIVE, FRIEND CLERK?

EVERY candy clerk believes that he or she would make a good executive if given the opportunity —a bang-up, first-class, A1, super-executive, of one hundred per cent efficiency. And it is to their credit that they think so, rather than a fault, because self-confidence is a wonderful power of helpfulness. In fact the candy clerk who don't have this belief is. in my opinion, falling short of some of the requirements essential to a first class clerk. But a person who has a good opinion of his abilities makes a great mistake if he does not exert himself to the utmost to live up to that opinion. This brings us plump up to the question of what constitutes a good executive. H. Gordan Selfridge, head and founder of the firm of Selfridge & Company, Limited, London, England, who built up the leading department store of that city, gives his definition of a good executive, as follows: "To do the right thing at the right time in the right way. To do some things better than they were ever done before. To eliminate errors. To know both sides of a question. To be courteous. To set an example. To work for the love of work. To anticipate requirements. To develop resources. To master circumstances. To act from reason rather than from rule. To be satisfied with nothing short of perfection."

I trust that every ambitious candy clerk who reads this will read the above definition very slowly, very carefully, with a pause at the end of every sentence. During the pause ask yourself if you live up to that sentence. There are eleven sentences in the definition. Do you measure up to them all? If so you can elevate your chin a trifle, swell out your chest a little and say: "Verily, I am a good executive, but I will be careful to avoid the big head." If you do not live up to them, do not let it take the confidence

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—I came near saying "conceit"—from you. Instead you should highly resolve to make yourself what you thought yourself to be. Cut out the words, paste them where you can see them every hour in the day. Make them your guiding star and your ideal. And, lo and behold, you will really change yourself into a good executive in very truth—and great will be your reward.

"OH, MY CLERKS, MY CLERKS. THEY SURE DO GET MY GOAT."

A DRUGGIST who sold candy and cigars, along with drugs and things, was asked what gave him more concern than anything else in his business, and he answered quickly with a desparing wail in his voice: "My clerks, my clerks; they sure do get my goat." "And what is the matter with your clerks?" asked the questioner. "Do they lack interest?" "I cannot say it is that," answered the druggist. "They seem to lack education, imagination, gumption, tact, initiative and such things. They wait on people with cheerfulness and courtesy. They are anxious to please and they show it by their actions, words and manner. They are polite and patient. And as I recite their virtues it seems as though they are perfect and altogether efficient. But they lack *something,* which is hard to define in words, and because of this lack they are more in the class of order-takers than salesmen.

"I would feel that I were unduly captious and critical, except for the fact that I had an illustration of the difference between an order-taker and a real salesman. The manufacturer of a line of toilet specialties sent an expert retail salesman here to assist me in selling his goods and to post up the clerk in that department on the most successful arguments and methods. My clerk in that department was an exceptionally bright and satisfactory saleswoman. She had the art of making friends and pleasing customers, and I had a little chuckle to myself as I anticipated the chagrin that expert would feel when he found he could make no sales increase there. But to my surprise the expert made a decided increase, and though I watched him intently from time to time, I found it hard to determine wherein he was superior to my own clerk. I called him in the office one day, along with the clerk, and asked him to explain fully the method of his sales—which he gladly did. He said that people have a dormant interest in everything they buy, and it pleases them to have the goods fully explained which they are considering. Their interest appears very slight, and it requires a real knowledge of the goods, and tact in presenting this knowledge, in order to obtain their attention. Then the real salesman is always bringing in the power of suggestion, but so subtly that the listener does not notice it. For instance, he will speak of the listener using the goods, and doing so and so, instead of speaking of some unknown person using them. Again all his manner and demeanor will be that of expectancy—of expecting the listener to buy when the conversation is finished—and this exercises a great influence in bringing the person in sympathy with the expectation and causing him to buy.

"My clerk was quick to grasp these subtle points of the expert," said the druggist. "She saw that a profound knowledge of the goods was of the first importance, then the knowledge of human nature, and then the art of subtly playing on human nature to influence the buying tendency."

WINDOW DRESSING IS NOW A FINE ART

IT will be helpful and valuable to any candy dealer to note in store show-windows of various lines of merchandise the great improvement that is occurring in the way of window dressing and window advertising and to philosophize thereon. Notice for instance the window advertisements of vacuum cleaners. You will see a large cutout of an attractive little housewife, becomingly dressed and so arranged that she is actually holding a vacuum sweeper in position for work. Stop a minute and study that cutout. You will be surprised to note how life-like is the face and the happy, smiling expression. It is actually so natural that it gives the impression you are looking at something which is alive. Then note the clothing—the naturalness of it. You will depart knowing there was only one way to produce this marvelous effect—the people took a young, beautiful and attractive woman—they garbed her in chic and charming housewife clothes, they posed her in a natural attitude with a sweeper in her hand, they told her to look happy, to smile, to almost laugh, to have a come-hither look in her eye. Then they snapped her. Then a high-grade artist put the natural color in her cheeks and clothing, and it was handed over to the lithographer to enlarge and print upon the cardboard, cut it out, mount it on an easel, with every care for the finest little detail.

That's the way window advertising is now produced—the very best work of the best and highly-trained artists.

Then, too, if you will notice the show windows of the department stores and the high-grade stores in the fashionable part of any city, and if you will study them closely, you will be surprised at the real artistic skill which has been bestowed upon them, and the attention to little details in order to produce the most pleasing reaction in the minds of the observers. The old way of dressing a window with the mind on other things, and with the idea that any arrangement is "good enough," has gone by the board, and merchants put their heart in this work. They take the utmost pride in it. They study other windows with the utmost care. They train themselves to be "artists in window dressing." And they reap the reward in added prestige and increased business. Do likewise, Friend Candyman.

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DO YOU ADVERTISE? DO YOU KEEP ON YOUR TOES?

IN every trade paper I peruse, every lecture I hear, every important conversation I have with a business executive, I catch one refrain—and that is on the necessity of advertising. And also I catch another idea, particularly from the progressive people—to the effect that a business man during the coming days must keep on his toes. They don't merely make the statements and let it go at that, but they give good and sufficient reasons why these things should be done. They say that everybody is so all-fired busy automobiling, taking in the movies, attending dances and finding fault with the women's clothes—and a thousand other things—that if a man don't advertise the world will plumb forget that he is alive—let alone being in business—and they will give him the absent treatment so his business will be not. They cite cases by the score of prosperous business houses, who, secure in their prosperity, attempted to live on their past prestige, and their business faded away. They cite other cases of young and energetic fellows who entered the business game, and who advertised by every possible method—by their attractive store, their handsome show window, their newspaper announcements, their various kinds of circulars, their selling stunts—and who succeed impressively and are now securely established as successful business men.

These papers and speakers also say that competition will become so keen that a candy man must indeed keep continually on his toes. He must be alert and wide-awake to keep right up to the minute in his goods and methods. He should remember that the tastes and desires of the public continually change. He should keep a delicate finger on the public pulse, learn their every want and handle such goods as will satisfy that want. He should at frequent intervals visit the store of every candy seller in his locality, and observe with the eye of a hawk everything relating thereto. Wherever that competitor has a feature which is superior to his, however insignificant, he should make note and adopt that feature if it will be an aid to his business. In all his business he should be alert, watchful, progressive. This is what is called "being on your toes." For it is the boys who are on their toes who walk to business success.

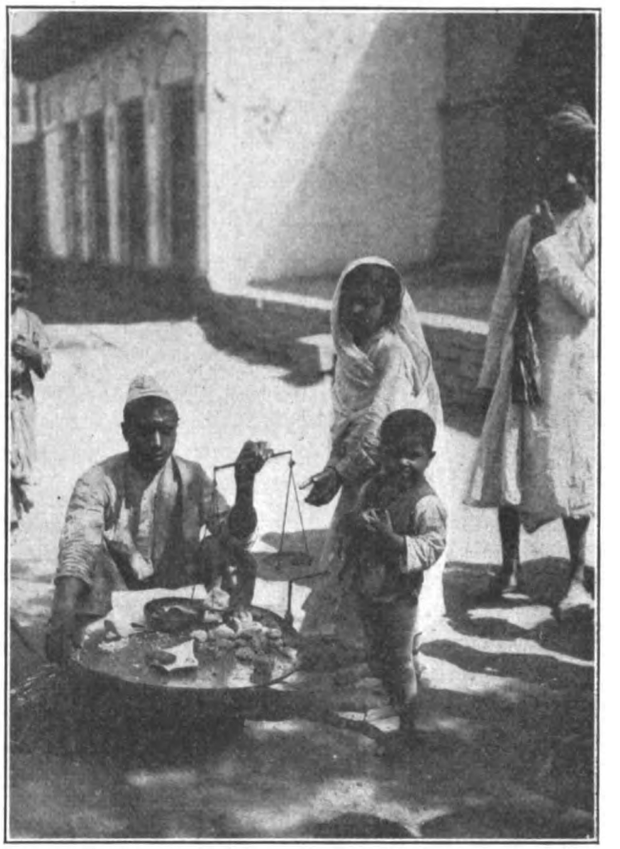
ADVERTISE your own good goods and good service and leave it to the public to find out for itself about the other fellow's failings.

A REPRESENTATIVE of the Canadian Government writing from Japan, asserts that the American goods on sale in Japanese cities sell well because they are advertised in a highly artistic manner. The logical query is why should our manufacturers restrict their artistic efforts to Japan?

Angels' Hair Candy Made from Gourds

IN Spain and the Canary Islands has long been grown a kind of gourd, the size of a small watermelon, green blotched with white, which is very good to eat. It is called "pantama," and until recently botanists have supposed that it came from the Far East, another name for it being "Siam gourd."

It turns out, however, that this gourd is of American origin, and was eaten by the people of Mexico long before the days of Cortez and Montezuma, being known to them as "chilacayote." The Spaniards took it to Europe and introduced it in their own country.



International Film Service Co., Inc.

A CANDY MERCHANT OF INDIA SELLING HIS SWEETS BY THE OUNCE

A curious thing about it is that its white flesh, when the gourd is cooked, resolves itself into long filaments resembling vermicelli. Cut in quarters and boiled forty-five minutes, the vegetable is then transferred to cold water, whereupon, with a little stirring, the pulp detaches itself from the rind and takes the form of slender threads, which may be served with soup, with milk, "au gratin" with cheese, or in various ways.

In the Canary Islands the vermicelli-like filaments are converted into a delicious candy by putting them into boiling syrup and cooking until the syrup cracks in cold water. The candy thus made is pretty, transparent, light yellow in color, and is called "angels' hair." *Exchange.*

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The Stroller

WHAT'S THE ANSWER?

SAY, it seems there's a lot of Dr. Jekyls and Mr. Hydes in our business, if you get me.

I'll be doggoned if I see how they get away with it, blamed if I do.

You know in the good old days when mamma wiped our little noses all clean and pretty and sent us to Sunday school so she could get some rest, you and me used to be taught that no fellow that wasn't all right could get along in business. And by George, I believed it.

Today I ain't so sure. I still believe the only thing to do is to be square, understand, and that the boy that gets the square habit is going to get along *better,* but I ain't a-betting any more that any man that ain't square is going bust in a business way. Wait till I tell you something and you'll feel the same:

In a town where I go there's a fellow got a store where he sells candy and ice cream and soft drinks. It's the biggest store in the place. I don't sell him because him and my house had a fuss about three years ago and they don't write to each other any more.

That boy has got the worst name in that place you ever heard of. Women! I understand they passed one of them curfew laws out there calling all the girls and women in off the streets at 9 o'clock, just on account of him. Oh, he's fierce! He just ain't got any rep at all any more. He's got just the kind of name I used to feel I'd like to have, but it was too blame strenuous. I give it up.

Now, you'd think that with a chap like that all the good people in the place would boycott him, wouldn't you? Specially the women, wouldn't you? But, by George, not only don't they boycott him, but they crowd in his store by the millions. Can you beat it?

"Why the Methodist Church even gave him the contract for Christmas candy last year," said one of my customers to me. "Over my head, and I'm a Methodist! Just because he was eight cents a pound lower than I was."

Ain't it funny? Of course this boy's a good business man. He's a peach and his store's a peach. There ain't anything wrong with it at all. He runs it just the way I'd want to run a store if I had one. If it wasn't for his women business there wouldn't be a mite of anything against him and he'd be an ornament to the town.

Here's the point—whether people that think themselves good ought to have anything to do in a business way with a fellow who, while he's a first-class, A No. 1 business man, is off-colored somewheres else. That's the point. I used to be taught in Sunday school that they oughtn't. Times have plumb changed, ain't they?

I'll give you another case. In another place where I go there's a fellow who keeps the oldest store in the town. His father kept it before him and people got used to going there for their stuff just like they get used to going to the bath room to take a bath. Of course people don't need to take a bath in the bath room. They can take it in the dining room or in the cellar. And they didn't need to go to this store for ice cream or cake either—there was other stores in the place. But being an old store they did not get used to it and maybe that's the answer to what happened.

He got in wrong with his Lodge. He was treasurer of the Oddfellows and he got his accounts all balled up. When the committee got on to it, they found that he was over a thousand dollars short. It was a small town and of course everybody got wise right away. He borrowed the money off his mother and paid it back, but there it was, you see. What do they call that—it's embezzlement, ain't it? Don't they put people in jail for that and look on 'em as crooks and jail birds and all that sort of things? Sure they do.

Well, if the Sunday School dope was right, you'd expect all the good people in the place to say, "we will buy no more goods of Jonas Murdock. He's a wicked man. He stole, and he has never professed repentance. We will give our business to some good moral man who has always kept straight."

Wouldn't you think that? Seems to me you would, but you can guess again, all of you. I asked one of my customers what it had done to the other man's business—not a thing! Going on just the same, just as good as it ever was.

D'ye know, I'm sorry about these sort of things, because it's apt to make a fellow feel: "Gee, why should I lie low?" I don't have to do anything like that to get ahead. Look at Bill Smith and Hank Jones and Cholly Brown."

THE STROLLER.

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Selling Goods by Displaying Them

HOLDING THE ATTENTION OF THE CUSTOMERS

THE problem of sustaining the attention of the customers presents two problems that can be solved to a high degree of satisfaction with displays. The first is the holding of the attention of the customers to the store. If people can't be made to keep thinking of the store, then the time comes when they are going to begin to make their purchases elsewhere.

Attention can be held by giving more attention to the store and the window displays. Both will be more effective if they are changed with great frequency. They will also be more effective if some worth while idea is worked into the displays each week. It is not always necessary to utilize new ideas, but the ideas must be presented in a different way.

If sufficient ingenuity is displayed the same idea can be made to hold attention. This has been demonstrated by literature. There is hardly a story written that does not use the same ideas that appeared in the earliest form of literature. The story written around one man and two women or one woman and two men is still a good story if it is well written. Yet these two ideas have been utilized ever since mankind began to tell stories.

It is the new way in which the ideas are displayed that holds the interest. Displaying goods in a new way around an old idea will hold the interest of people. This means that if the store is to hold its place in the interest of the people it is necessary to keep thinking up new ways of using old ideas. It means a constant reading of the trade papers. It means always keeping the eyes and the mind open for new display ideas.

These may be found in places one little expects to find them. A visit to any museum where specimens of any kind are displayed will suggest ideas. In fact, in such a place a setting that will attract people to the window may be found that can be almost exactly duplicated in the window. The advertising pages of the papers, even stories may suggest new ways of presenting old ideas.

Candy is closely connected with the relations of men and women and a story of two men and a woman or two women and a man may suggest some way of making a candy display. In fact, a popular book of the time may be made the basis of the display. The bookseller will usually be only too glad to cooperate in making the display and copies of the book, with the proper passages indicated, may be used to direct attention to the candy. The husband has probably been paying too much attention to some other woman or not enough to his wife. There is some relation that has led to consequences that would have been avoided if he had presented the right woman each week or oftener with the right kind of candy.

This is merely a suggestion of the innumerable ways in which new ideas can be picked up. It is largely a matter of keeping the eyes, ears and mind open.

The second problem is to hold the attention of the customers who enter the store when all the clerks are busy and who have to wait for their turn to be served. In such a case many people become impatient. With nothing to hold their attention, the time passes slowly. A five-minute wait seems like a half hour. As a matter of fact it is not uncommon to hear people assert that they have been waiting for



To prevent people becoming impatient while they are waiting to be served give them something to play with. When people are amused or are allowed to amuse themselves time passes quickly. It matters little what they are given to play with as long as it interests them.

an hour and a half when, as a matter of fact, they have not yet waited ten minutes. It is not the actual time but how long it seems to the customer that counts.

It is possible by means of displays to hold the interest of the customer with greater or less effectiveness. The more interesting these displays are made, the more information they give, the more certain they are to hold the attention of the customer. Therefore, if the good work already done by the window is to be made most effective, there must be made in the store some sort of displays that will hold the attention of the customers until they can be served by the clerks.

Give some people something to play with and they will amuse themselves for a long time. A comparatively long wait will seem short. This suggests making a display of things that people can handle. It may be a display merely of the boxes in which certain candy is packed. Each feature of the box is emphasized and the customers are invited to handle it and examine it. The cardboard from which the box is made is shown, the box stamped and glued is displayed, the covering of the box, the method in which the candy is kept fresh in it, every feature about it is explained on show cards and the customer is invited to handle and examine the parts minutely.

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This is a very simple display, but the very fact that it can be handled will cause many people to get a lot of what borders on amusement from it. Any little machine that can be operated by hand, such as a pulverizing machine or mixing machine, a model of any machine that is used in the candy business and which the customer can work himself, will hold his attention while he is playing with it, and also the attention of others who may be watching it. By means of show cards these machines may be made to increase the interest in the products offered for sale by the store. It is well during the rush hours to have displayed where the people can handle them anything that they can play with. It will keep them busy and interested while the clerks are unable to serve them at once.

For the purpose of holding attention it is also well to have an educational display or so in the store. Show just how certain candy is made. Such a display can be made on a large sheet of heavy cardboard. In fact, such a display can be made extremely interesting.

At the top of the cardboard is mounted a map of the world or at least the parts from which the material entering into the candy comes. Suppose for example that a chocolate drop with a walnut on top is to be made the subject of the display. Suppose that the chocolate came from Brazil, the sugar from Cuba and the walnut from California. Then we will need a map showing these portions of the world. A pin is stuck into the map at the spot where the plants from which the chocolate came from. The name of the town and any other interesting data is given on a small piece of paper pasted to the map at this point. Then a colored string is carried from the pin to a small bottle of chocolate fastened to the board by means of thread. The sugar is treated in the same manner, and from the pin in California that shows where the walnut tree grew, there is a string running to a walnut fastened by thread to a card. The source of every ingredient of that piece of candy can be shown in the same way.

Strings run from the samples already mounted to show just how these are mixed together, samples being shown in the same manner as in the case of the raw material. The string from the walnut, for example, runs down to the point where the piece of candy is all ready to have the nut placed on top and then joins it, the piece of candy being shown complete.

Such a display as this does not take up much room. It is not especially hard to make. It may be set up on a counter or show case where people are waiting to be served and will hold their attention for a time at least because it gives so much information and is so interesting. All the details of the making of any kind of candy sold may be shown in this manner, and as the store sells several different kinds, a number of different displays are possible.

These displays also tend to create a desire for the candy. The more interesting information there is presented to the customers, the fewer customers are going to leave the store in disgust because they cannot be waited upon as quickly as they would like to be.

Show cards, posters, mounted clippings from advertisements, pictures, photographs, everything that



Make a display that shows how many and what parts of the world the material entering into the manufacture of the candy comes from and the attention of the people who look at that display is bound to be held for a longer time than would otherwise be the case. All educational displays have an attention-holding value if they are well-made.

is interesting and informative and has a bearing upon the candy that is offered for sale will aid in holding the attention of the customers. To make it most effective all these will have to be changed frequently however. After a person has seen them a few times he begins to lose interest in them. Lay them aside and show them again in a few months and the interest is renewed. This means that the same material may be used over again several times if it is kept in good condition.

Judgment must of course be used to make these displays, designed to hold attention, fit in with the displays that are made to cause the people to buy goods. They must always have some connection with these other displays and just as close a connection as is possible. If they are too far away from them, they may serve to hold the attention away from the idea of buying what is being offered for sale in the quantities that the selling displays would entice them to buy if attention was not distracted by the displays designed to hold the people in the store

In other words, though the two classes of displays have two different functions, it is still necessary to build them all around the same basic idea if the greatest selling force of the displays is to be realized. It can be seen from the suggestions already made that it is possible in nearly all cases to do this. In any case show cards can be used to tie the two classes of displays together.

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AN IMPROVED METHOD OF WINDOW DISPLAY

THE value of the show window is becoming more and more recognized and anything that adds to its attractiveness or influence is of interest to every progressive dealer. A novelty for the display of confectionery in windows has been originated by Harry M. Michaelis, of M. Michaelis & Sons, New York, which is applicable to medium and high class confectionery stores. It is a set of candy containers for show windows. They consist of tall wooden containers, medium height dishes and low trays. The wooden containers are made of mahogany and are very handsome. The dishes and the trays are made of hammered brass, of copper, and of silver. With this outfit a dealer can make a display in accordance with the newest and latest method—the elevation effect—instead of the flat effect corresponding to the floor of the window. This elevation, or pyramid effect, renders a window much more attractive than does a flat display. It is more pleasing to the eye; the candy in each receptacle makes an individual appeal and the psychological effect is more effective. It is all the vogue in the confectionery stores of Paris and the European cities, where many novel and attractive creations are shown based on this idea.

The photograph above gives an idea of the neat and attractive effect that can be obtained with the aid of these containers, though it does not do justice to the possibility of the idea. The low trays are placed in the front of the window, the higher dishes next, and the tall mahogany containers at the back. The boxes shown at the right and left of the stands were inserted to show how you can arrange your own boxes, and of course are not advertising any particular make of goods. Your boxes should be arranged in pyramid form to correspond with the rest of the display. Ribbon of various colors can be used, and thus pleasing effects in colors obtained; also flowers and plants are appropriate. Without changing the arrangement of the show window in any way you can display different lines of goods on different days by merely placing in the containers what you wish to show. For instance you can display counter goods one day, chocolates another, and peanut brittle, cocoanuts, hard candies, etc., on other days.



The electric lamps can be attached to any convenient sockets. The lamps should always be placed in an elevated position so the light shines down on the display, and there should be no lights above the lamps; the upper part of the window should be dark. The cost of these fixtures is reasonable, and they possess an economical feature because they do not break, as do glass and china dishes. Many dealers sell a tray along with the candy which it contains. Its price is moderate and the purchaser can use it at home to serve bon bons, or for some similar purpose The trays come in two styles—with bail handles and with side handles.

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Tokorimo Shan's Comments

Hon. Editor
Confectionate Jurnal:

I HAVE very learnish frend of high brow perswashin what have more useless nolledge than any body else I know. He come in much excite the other day and order most expensif sunday with extry froot and say it are in hooner of sellerbratin important sinetiffic discovvery what one of his colleegs make.

"What are stupedjous infermashun?" i dally cawshusly.

"It are world amazing," he tremblingly accenchuate, so excite that he spill ice cream on Hon. vest. "I spose you have heer of star call Beegelius?"

"No," i regretfully smash, "it are so hard to keep track of these here moshun pickchure ackters that i have quit tryin. i read bout fattish our buckle, but don't think he done it; and Bill hart he is a goin to be married, so mebbe he will need to be quick on the draw, seein' the way some wimmin are killin off their husbans; and Dug Faro Banks is playin in 3 musket ears, and——"

"No, no," he intrup in disdane, "such ignrance is pane full. What i am talkin bout is large important star call Beegelius in constellashun Gooboolius. it are 98 times larger than the earth and it require seven years for light to reach us travelin hunderd eighty-five thousand miles a second."

"Well," i insanely divulge, "What of it. Did you buy it from somebuddy?"

"I will explane," he pashuntly economizes, "For hunderds of years it has been spose that this star Beegelius are proximately 37,948,267 miles from earth until other day Hon. Stranomer make amazin discovery and what you think it was?"

"I give up," i say for fear i make foolish obsevashun.

"It are this," he whoop with calumny, "Instead of Beegelius bein 37,948,267 miles way from the earth it are only 32,645,876. Now what you think of that?"

"I think," i say sollemly as occashun befits, "That presdent Har ding should be told of it at once. It bein so much closer than any one spose it are in grave dancher of becomin a spear of infloonce, or mebbe contemplatin a attack on the peece of the world and should be invite to considder grave queshun of limertashun of armyments. I think now you remine me of it that i did heer of this place call Beegelius. It were a circeler tellin how the grater Beegelius oil company was just a gettin reddy to drill on proved property and now was the time to get in on the ground floor. I am glad now that you tell me it are four or five millyun miles closer to us than we thot. It seems nearer home."

It are graterfying that govment have deside not to indulge longer in luxery and noosance taxes. i fer one will be most glad not to have infernal revnoo offerser comin round reglar and colleckin 2.87$ and frownin at me suspishusly becaws there ain't any more in the box. I unnerstand hated competttytor cross street is a buyin a ottermobeel on monthly payment plan. I have suspishun that he will find diffleculty in meetin oblergashuns now as I unnerstand that he have been payin' the in stallments in pennies.

Sportin frend just drop in store and tell me that John Mack Graw have paid normous price of seventy five or two hunnerd thousand dollers for a pitcher and what do i think of that and I tell him that i bet nex summer if he don't show mighty good reasons he will be a movin pitcher.

Latest roomer what are goin' round is that the fillum magnets a seein how sucksessful Hon. Judge Land Us has been a runnin base ball are now figgerin to have a High Commissioner who shall have full power over whole film industry and will draw hunderd thousand dollars year. All ready they are reachin out and tryin to get Mr. Hon. Haze what make such a sucksess of shootin train robbers.

If this are to be done i favor givin Hon. Haze the job. He can tend all the moshun pitcher performances and deside which ones need killin, and he ought to have a busy year ahead of him.

Judgin from the way rich industries are goin after govment employes, and seein some of the fare queens what they have in Hollywood I perdict there will be somewhat of a scramble for the job. One look at Mack Senate's studio would make a supreem judge crawl right off the bench.

Judges are human.

Hoping you are the same

TOKORIMO SHAN.

P. S.—Last nite i tend a theatercal performance and on the bill was Hon. Baby Ruth who make homish runs. I unnerstand Judge Land Us fine him 3,652$ for bein a bad actor. He didn't fine him enuff.

Busy Times Predicted

A FEW weeks ago Samuel Vauclain, of the Baldwin Locomotive Works, addressed the Association of National Advertisers at Lakewood, N. J. He told his hearers that we are now entering upon a new period of business development and expansion. He instanced the new and unexpected business which is now coming into the great establishment of which he is the head. He urged the necessity of building up a foreign trade upon the principles of good quality, promptitude and a liberal treatment of new customers.

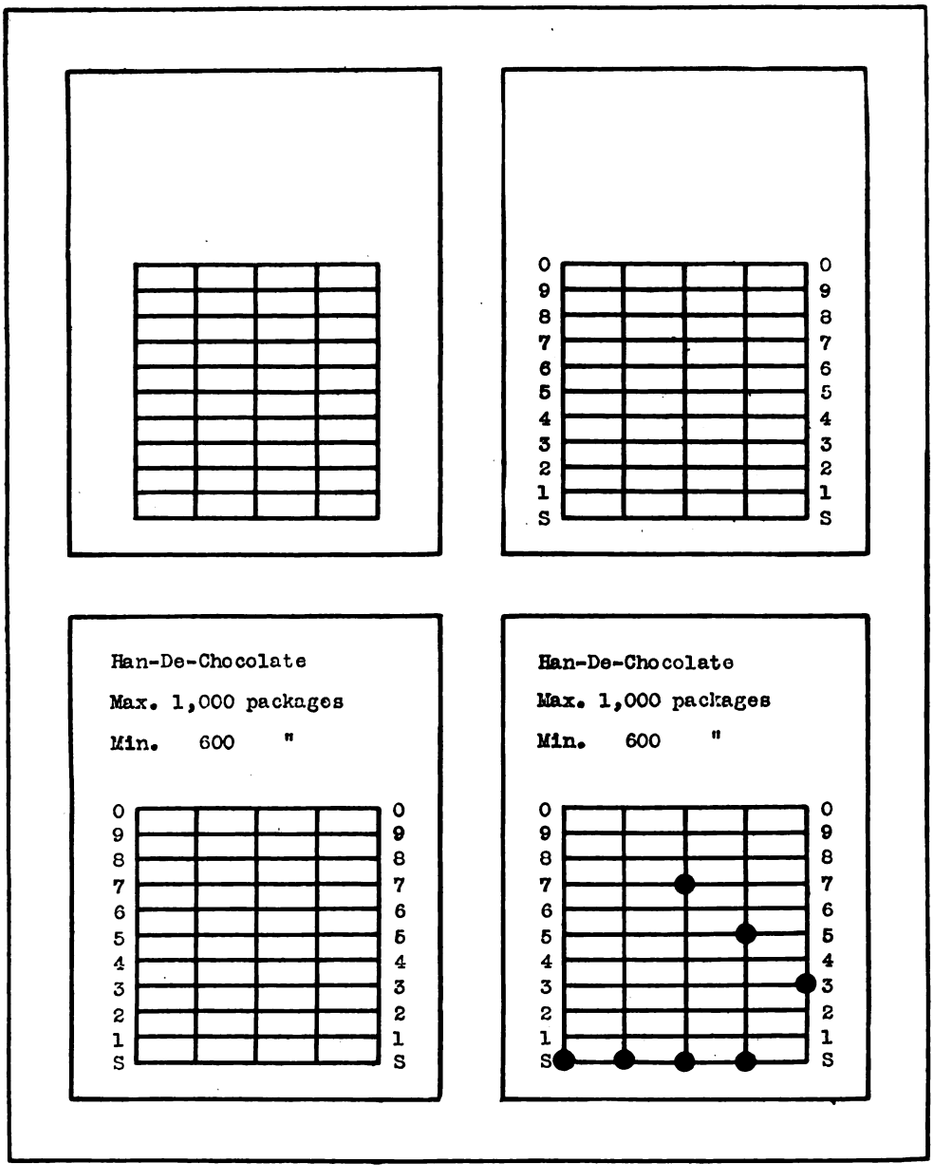
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Illustrated Bookkeeping

MAKING A PICTURE OF THE STOCK

IN Keene, N. H., there is a grocer who has a storage system for his stock such that by merely walking through his store and stock room he can estimate to within four hundred dollars on a stock having a value of from forty to sixty thousand dollars just how much he has. This man has his stock so arranged that he has what might be called a visual record of it. Each class of stock has a compartment of its own. He knows just how much stock each compartment will hold and it is just a case of judging how near full each compartment is to estimate the stock with a great deal of accuracy.

This grocer's system gives him a crude picture of his stock. It enables him to see what he has. A confectioner with sufficient space at his disposal could apply the same system to his stock to even better advantage than has this grocer. It is merely a case of having separate compartments for each kind of candy and never placing anything in those compartments but the candy that is supposed to go in there. He can even go so far as to rule off lines on the floor and walls of these compartments and number them in such a way that he can tell at a glance just how much he has in each compartment. When he does that he is keeping what might be called a picture record of his stock.



This shows the four steps of making a picture of one item of stock. First comes the card itself, which should have as many vertical lines as are necessary to make the picture. Next comes the insertion of the scale. The letter S indicates that line is for pin storage purposes. The name of the item to be considered is now written on the card together with the maximum and minimum stock and any other data that may be important on such a record. The pins are then inserted to show the exact amount of stock. In this case there are 753 packages. It is well to have a pin for each vertical line even though all the lines are not used. The extra pins are handy in case one in use is damaged. Four extra pins are shown in the drawing, which, of course, is more than is needed when the cards are mounted on a display rack where a box of pins may be conveniently provided.

But at best this gives him but a crude picture. Such a system requires as a rule considerable more space than would be required if the stock was packed in more closely. It is a picture that does not give the greatest possible accuracy.

By means of cards mounted on wood or mounting board and a supply of pins, he can keep a picture record that is accurate and that can be fitted in with any stock-keeping record he may now be using. Such picture records of the stock are now being used in nearly all classes of business and have proved entirely satisfactory.

The cards used in making these pictures

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must have as many vertical lines as there are digits in the figure representing the largest number of units of any kind of stock ever carried. For example, if the largest quantity of any kind of candy ever carried is a thousand packages, boxes, pounds, or whatever the unit may be, then four vertical lines will be needed on the stock card, one line for the one and one line each for the three zeros in one thousand. It will be wise to have two or three extra vertical lines that can be used in case some line is added where a larger number of units are carried in stock and also to provide for keeping stock records of the increased quantity of stock that the growth of the business will require.

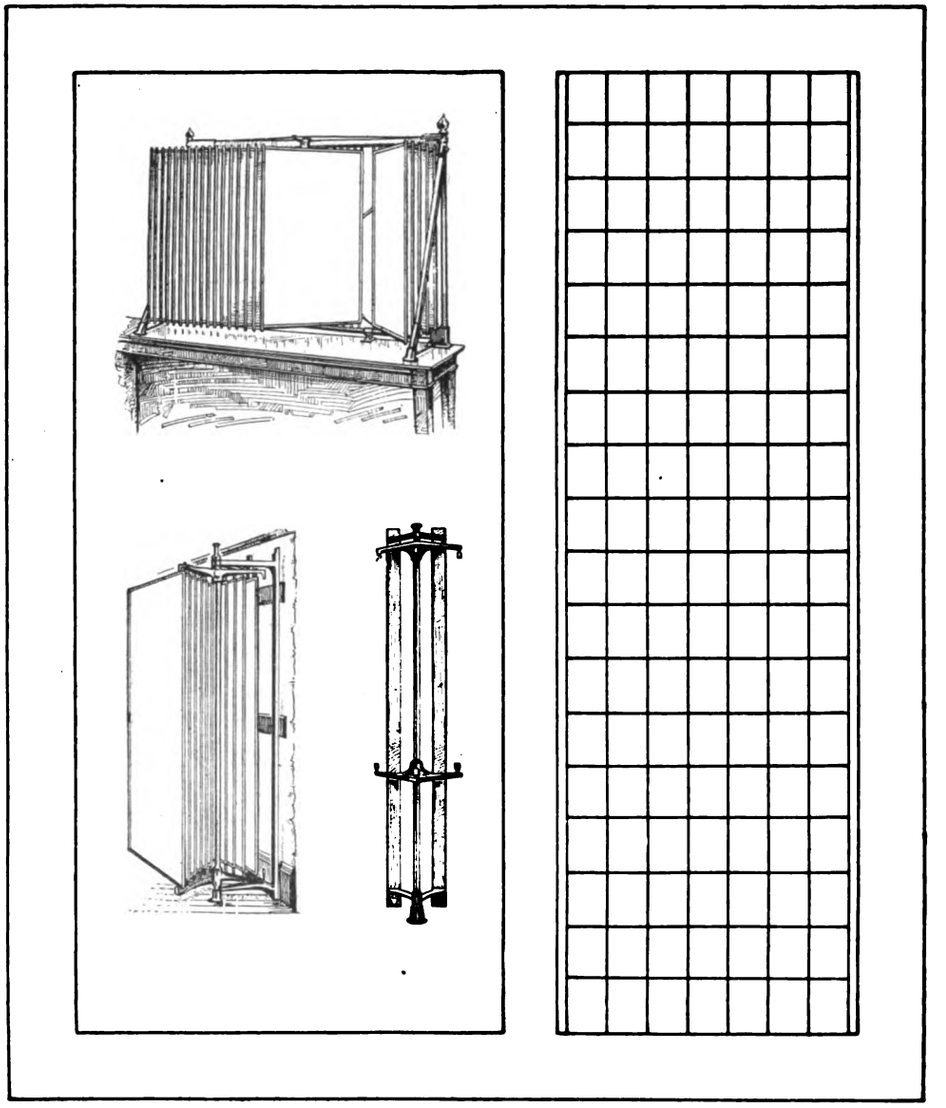
Across these vertical lines there must be ten horizontal lines. It is well to have eleven, using the bottom line as a storage for pins not in use and for extra pins ready for use if one being used should be broken.

If eleven lines are used, then the bottom line may be marked S, signifying that it is to be used as a place to stick surplus pins. The one above this then becomes 1, the next one 2, the next 3, the next 4, and so on up, 5, 6, 7, 8, 9, 0. The zero line is not absolutely necessary, but it does make it a little easier to read the numbers on the card. An additional line or two does not make much difference in the cost of the card, for stock cards that are entirely satisfactory can be purchased already ruled.

If the zero line appears at the top then, the right vertical line will represent from 1 to 10, the line just to the left of this 10 to 100 by tens, the line to the left of the tens line 100 to 1,000 by hundreds and so on. If desired these values can be indicated by writing U or 1 at the top and bottom of the right vertical line, 10 at the extremities of the line to the left of this, 100 at the ends of the next line to the left, 1,000 over and under the next line and so on. It is so easy to read the numbers on the cards, however, that this is not at all necessary.

On the card, before it is mounted should be written the name of the article the stock record of which is to be shown on the card, the maximum quantity that should ever be allowed in stock and the minimum quantity and any other brief data that may be of value on the card. The card is then mounted on soft wood or map mounting board and is ready for use.

If there are twenty-five units of the article in stock, then one pin is stuck at the point where the second line from the right crosses the 2 line and another where the right-hand line crosses the 5 line. The pins are used in the same manner that the keys



At the left are shown two types of display racks upon which stock picture cards may be mounted. The upper one, as is shown, can be placed on a table. The lower one is attached to the wall by the bracket shown. At the right is shown the number of three- by four-inch cards that can be mounted upon one face of a leaf six feet by twenty-two inches in size and indicates how complete a picture is given on just one leaf.

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of an old model adding machine are pressed to have the figure recorded. When stock is taken out the pins are moved down the right amount, and when stock is added, moved up.

A spare pin may make it easier to perform the operation of subtraction and addition. For example, with twenty-five units in stock suppose that eighteen are to be taken out. This, of course, leaves seven, and all that is necessary is to remove the 20 pin, stick it in the storage line and place the pin now at 5 at 7. In this case the subtraction is done in the head. If the number was larger, however, it might not be so easy to do it in the head.

By using spare pins one may do it in the same manner he would with paper and pencil, and yet use no paper and pencil. In the case already cited we have to take 18 from 25. At the right we have to take 8 from 5. This means borrowing one from the line to the left. Accordingly the 2 pin in that line is dropped down to 1 and a spare pin placed just above the unit line, indicating that 10 has been borrowed. Then 8 from 15 leaves 7 and the 5 pin is moved up to 7 and the spare pin at the top removed. In the case of the line to the left, we have 1 from 1, which means that the pin is removed.

Spare pins can be used in this manner to show what has been borrowed and what is to be carried to the next column to the left in subtracting and adding, so that no more reliance need be placed on mental calculations than would be the case if a pencil and paper were being used. As a matter of fact the process is considerably simpler in many ways than making the calculations with the aid of pencil and paper, because one has the lines right there to count and does not have to use his mind at all unless he desires to do so.

The maximum quantity that should ever be in stock can be shown if desired on the card by using colored paper disks at the proper points, one color for the maximum and another color for the minimum, sticking these disks in place by means of glue, paste or muscilage. These points may also be indicated by means of disks colored on the card with ink or crayons. The advantage of having the maximum and minimum shown in this way is that the moment the pins go beyond either of these limits it is apparent at once, while one might not always compare the pins with the maximum and minimum figures at the top of the card.

The cards showing a picture of the stock may be used in many different ways. They may be used in different sections of the stock room, they may be used right where the goods are stored, so that one can tell at once how many goods there are in that spot. They may be used in the office as the perpetual stock record of the store.

At first thought it might seem that this would make a very cumbersome record. The cards, however, can be very small, as small or even smaller than an ordinary business card. They can be mounted upon the swinging leaves of a display stand, constructed for the purpose of mounting cards upon the leaves, and the record kept in surprisingly compact form.

Suppose for example that cards are used that are four inches high and three inches wide, a size larger than is likely to be needed by the confectioner. These are mounted on a display fixture having leaves six feet high and twenty-two inches wide. Then there is room for eighteen cards in a vertical row and seven in a horizontal row, or a total of 126 for each side of the leaf, making 252 cards to each leaf, or about four leaves per thousand cards. When these leaves are swung close together and against the wall, if they are in a wall frame they take up little more room, if any more, than would be taken up if the same amount of information was recorded on cards and kept in a card file.

At the same time, when the leaves are opened there is always before the eyes a picture showing the condition of the stock of 252 items. As has already been stated, however, these stock pictures can be used in conjunction with other systems of keeping stock. It may be handy to have them in the stock room, so that when anything is taken out of stock a record will be made of it at the time. It has been found that such a record will be made if this picture record system is used where it is not always made if a pencil memorandum must be made. Here it is a case of merely moving pins. There it may be a case of a broken lead in a pencil and an intention of making the memorandum later.

Southern Ice Cream Men in Convention

THE Southern Association of Ice Cream Manufacturers recently held its ninth annual convention at Atlanta, Ga. One of the measures adopted requires a standard of butter fat of at least 8 per cent., and a total solid standard of at least 31 per cent. in all ice cream manufactured by members. W. W. Campbell, of Shreveport, La., was elected president; G. W. Clopton, of Decatur, Ala., secretary-treasurer.

Another Pan-American Conference

THE first Pan-American Congress met at Washington in 1889. That this organization continues to exist for the purpose of fostering international trade is evidenced by an announcement that the Fifth Congress will meet at Santiago, Chile, in September next. It may be that in that connection some solution will be found for the obstacles of one kind and another which have hampered the sale of our manufactured goods in South America.

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Legal Points For the Retail Merchant

LESLIE CHILDS

PUTTING NEW LIFE INTO DOUBTFUL ACCOUNTS

IT goes without saying that if a retail merchant is to succeed in his business he must collect in a reasonably prompt and efficient manner for the goods he sells. And without doubt one of the most frequent causes of failure in this field may be attributed to lax collection methods. For, unless collections are handled in an aggressive and consistent manner, a merchant's books may easily become encumbered with dead accounts that will certainly reduce his profits, and may, unless seasonably taken in hand, ruin his chances of success.

And in this connection it may be stated broadly that the time to collect an account is when it is due or as soon thereafter as possible. For accounts do not improve with age and if an account is allowed to drift along and become say, one, two, maybe five years old, the first thing the merchant knows it will be outlawed, and of course can never be collected by law. And again, if the merchant allows an over-due account to drift, without taking any action, the debtor may move to another locality, and put the account from his mind, which if he be judgment proof, will usually be just as bad for the merchant as though the claim were outlawed.

However the collection of an account when it is due, or soon thereafter, may be easier said than done, for frequently debtors cannot pay upon the proper time. In such a situtation it might be very unwise for the merchant to attempt to collect, to the embarrassment of the debtor, and such an attempt might result in losing both the customer and the account. The merchant should of course use tact and judgment, and each account should be handled in the light of the particular circumstances involved, which precludes the application of hard and fast rules in any collection procedure.

Nevertheless, when an account becomes considerably over-due, the merchant should keep his eye on that account and if it shows signs of going dead on him, ways and means of reviving it should be considered. And in this connection a settled policy of reducing such accounts to the form of promissory notes has much to recommend it.

In the first place if such a debtor is approached before the obligation has grown too old, he will usually be willing to give a note for the amount due, the note to mature in say three, six, or even twelve months. If his paper is not bankable and he has friends that would add value to such a note not infrequently he will also obtain their signatures as additional security. But even in the absence of such indorsements it is a well-established collection fact that the majority of debtors will make more effort to meet an obligation in the form of a note than they will to meet an ordinary account.

Then again, in reducing such an account to the form of a note the right of the debtor to get up defenses to the account if it is ever sued on will be greatly reduced. If suit is ever commenced the merchant will base his action on the note, not the account, and if the note is in the usually negotiable form, as it should be, the debtor will indeed have to have a defense of merit if he is to contend against a suit based upon it.

And further, such a note should carry interest, and provide for attorney fees, in case of suit, which will help some in the event suit is filed. Also notes usually have a longer time to run before they are outlawed than do mere open accounts, and where this is the case, it forms another good reason for converting the account to this form.

Of course the foregoing plan would not be necessary where the debtor was financially responsible and could be forced to pay by suit, yet its use might be advisable, even in such a case, for various reasons. Neither would it be necessary where an account was active, that is, where the debtor was still buying of the merchant and making payments from time to time. But it is well worth applying on dormant accounts, that is, those that have ceased to be active for one reason or another, and where the debtor is not making any worth-while effort to pay; especially is this true where the debtor is judgment proof and cannot be forced to pay at law.

And it is believed that the accumulating of accounts of this class causes more failures in the merchant world than any other single cause. It follows that if a merchant will catch them at the opportune time, and salvage wherever possible, he will have gone a long way toward guarding against a cumulative loss over a given period. And a settled collection policy of converting such accounts to negotiable paper, just as soon as they are discovered, in the event they cannot be collected at the time, will be well worth the time of any merchant who follows it, for it is one of the best methods known for putting new life into doubtful accounts.

Green Lights for Safety Exits

MEMBERS of the Pennsylvania State Industrial Board have under consideration the substitution of green lights in place of those of red in industrial plants as guides to safety, it being thought that as red is used generally as a sign of danger it confuses the mind of many work people in the excitement of emergencies.

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EXPORT DEPARTMENT

JOSEPH NATHAN KANE

LETTERS OF CREDIT FINANCE

IN general American manufacturers inwardly rebel at the mere thought or suggestion of crediting foreign purchasers with American merchandise or capital for any length of time. Insidious propaganda has taken such a firm hold upon American business men that they are in no way, shape, manner, means or form trying to obtain the export business which by all natural rights is theirs. If the manufacturing confectioner will realize how false all this is, and if he will study the familiar paths in exports and the ease with which foreign business could be transacted whether the customer happened to be in Mexico, China or Spain, the barrier of fear and prejudice would soon disappear.

Export financing is neither difficult nor complicated. It is the outgrowth of years and years of experience, reduced to the simplest form. Shipments may be made to many different countries in many different ways and terms may, likewise, be numerous, but it will be found upon examination that, as a rule, the question as to terms will be found very similar.

There is nothing to prevent a merchant from demanding payment within ten days, while another insists on payments within thirteen days and another in eighteen days. One may demand fifty per cent on date of order and balance upon delivery, while another may demand fifty-two per cent. with order and forty-eight per cent. on delivery. These are not different terms, from our standpoint, as we will merely discuss general forms and conditions of payment, and not particular terms and policies of different merchants.

Payment for merchandise may be made in several ways. The first is payment with the order. The second, a letter of credit, payment against delivery of order. The third method is by open account and the fourth by drafts.

The first terms, "cash with order," has been the customary method of payment during the war but has since become obsolete in many industries. To guard against non-payment and cancellations and other conditions, American confectioners and merchants demanded from all foreign purchasers cash with the order. This, however, was not a good way of doing business, as it was entirely too one-sided, all the advantages being on the American side. Every manufacturer did not demand payment in advance or payment with order, some demanded half-payment with order, others one-quarter payment, others demanded three-quarters, etc., varying sums depending upon the cases in question.

"Open Credit" was, and still is an old system, primarily, a "trust" system. Merchandise is exported, and payment for same is made according to the terms agreed upon, the payment being mostly dependent upon the purchaser's honor.

The second method, the letter of credit, is one that is worthy of considerable thought because it will be upon this negotiable instrument that a good portion of our future commerce will depend.

An open letter of credit is a document given by a banker in one locality for presentation to a banker in another locality, and authorizing the latter to make payment of a specified sum to a specified person. A circular letter of credit differs only in that it is issued by a banker to his own branches or agents, authorizing them to meet drafts by a specified person up to a certain sum, the amount of such draft being registered on the back of the letter.

In discussing the export term "cash against delivery," there are four common methods of carrying out this transaction. The first is place the burden upon the purchaser by requesting him to send direct to the exporter the amount in question as soon as he is notified that the goods are ready for delivery. The second way is to place the burden upon the exporter, who ships the goods, awaiting the remittance from the importer who is supposed to pay as soon as goods are delivered. The third and fourth methods, however, are the ones which are the most common and which are most often employed.

The third method is to place a letter of credit in a bank in the exporter's country authorizing the bank to pay against delivery of the necessary documents, the specified sum. The fourth method is the same, except that the money is deposited in a bank, in the importer's or purchaser's country, to whom the documents must be presented.

From the purchaser's standpoint there is practically no difference whether the third or fourth method is adopted, but from the exporter's standpoint the third method is preferable.

The document which must be presented to the bank in order to utilize the letter of credit varies. In

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case the importer will attend to the forwarding of the goods to destination, all that is necessary for the bank to have is an invoice and a delivery order. If the goods are coming from an inland point, invoices, railroad bills of lading, and possibly an insurance certificate is needed, depending upon the merchandise and the character of the contract. If the goods are purchased f. a. s. steamer, the commercial invoices and a clean dock receipt are necessary.

If the exporter is supposed to make the shipment, the bank requires commercial invoices, consular invoices, certificates of origin, when necessary, steamship bills of lading, marine and war certificates of insurance, etc.

As soon as this information is given to the bank in proper form, the bank will pay the amount of the invoice, or the full amount of the letter of credit, depending upon its clauses and conditions. If there is a surplus the bank will refund it to the importer, but if there is a deficit the bank has not the authority to increase the amount nor give more to the exporter than the stated amount of the credit. The exporter has his choice of accepting the credit and writing the importer to send him the balance due, or else of refusing the credit, awaiting the additional money. When the amount is slight, the former step is always the most profitable.

Letters of credit which are sent to the bank may be of two kinds, confirmed (or irrevocable) or unconfirmed (or revocable). The former cannot be canceled while the latter is subject to revocation at any time by any of the interested parties, and on this account is not as acceptable to the beneficiary as the confirmed or irrevocable letter of credit.

All letters of credit must state the date on which they are created, the date of expiration, the maximum amount to be paid, the person by whom same is to be paid, the person to whom same is payable, and lastly, the name of the bank or banker granting the credit.

The circular letter of credit is one which authorizes the bearer to obtain from banks in various parts of the country, certain sums of money. This is not used so much in export transactions, but in cases where agents and salesmen must do considerable traveling.

There is a new kind of letter of credit established known as the revolving letter of credit which is featured by the National City Bank.

Where the operations between two parties in different countries are to be more or less continuous, a convenient and economical form of credit may be established. Under this form of credit, once the conditions are agreed upon they may be made permanent for future credits by simply embodying the conditions under which the amounts may again become available. Through the medium of a credit of this nature as the amounts drawn thereunder are liquidated, they again become available under the conditions of the original credit without the necessity of further cabling or correspondence.

There are several ways in which this credit may be carried, depending upon the circumstances, as it is very elastic in its application and may be made to serve any reasonable requirements of any confectioner.

The use of credit acceptance may also be utilized in export transactions.

It will be seen that a clear idea of financing export shipments will overcome all difficulties and that these rules and regulations, as stated above, apply to the United States only, and are those which every confectioner should know. It is not to be imagined that letters of credit are the same all over the world, and that these rules apply in every part thereof.

This is not the case, unfortunately.

In the United States, the life of a letter of credit is decided upon by the statute of limitations of each state. In Spain, unless the date for its use is clearly specified, it expires after six months, except when the letter of credit is with a foreign country, the time being then extended to twelve months. In San Salvador and Honduras the life of the letter of credit is six months, while in Peru it is a year. In other countries the matter is allowed to be decided by the courts having in mind the considerations of the case, such as the legal length of time during which it is supposed to be used, the tenure of the transaction, the capacity of the parties, the amount of the credit, etc. Every South and Central American country with the exception of Ecuador and Venezuela provides that a letter of credit is not protestable, while these two countries provide, on the contrary, that the letter of credit which is not paid must be protested with the formalities required for a bill of exchange.

It will be noticed that few countries agree as to the letter of credit or other points of law, therefore, it is necessary in discussing letters of credit or other law subjects to particularly specify the countries in which the laws and regulations apply. It is not necessary, although useful for the American confectioner to know the laws of every country in the world, as it is likewise not necessary to know the laws of every State in the Union. However, the man whose knowledge is greatest will go farthest in business.

A careful study of banks and banking conditions will show the American exporter that export affairs are not really tangled up, but are really simple, plain and clear, once a little effort is made to understand them.

WATCH for opportunities to add new lines of goods on which prices have not been cut below a profit basis.

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SODA AND ICE CREAM

JACQUES FONTAINE

A SURVEY OF THE SODA WATER INDUSTRY

DURING the last three months my business has taken me to practically every city of any size from New York to San Francisco, and as I call only on soda fountain owners, this trip has given me a wonderful opportunity to study at first hand conditions in different parts of the country and to know who is getting the business and why.

I could scarcely credit my own conclusions as I compared conditions in the various cities—business in the same stores and frequently under the same management, with conditions of two or three years ago when I made this same trip, and the only explanation I can offer for the present situation is that the world is still somewhat topsy-turvy as a result of the war and that the methods we previously employed are not effective nor will they be until pre-war conditions are actually restored. I firmly believe that unless we realize immediately that this is an era of low prices and that the low-price dealer is the one that is getting the business today, some of us fellows that are still working on the old-time basis are soon going to find ourselves with no business and a lot of expensive equipment on our hands. So sure am I that drastic measures and immediate concerted action are necessary to keep the soda water industry on a high plane and in the hands of merchants that will maintain right standards, that I am following up my article of last month on the subject of price and urging every owner of a soda fountain to brace up and meet the situation like business men.

If time and space would permit, I might give you a complete resume of my trip, setting forth conditions exactly as I found them in New York and Boston, Chicago, the Northwest and so on to the coast, but in each city business was so much the same as in every other city that a general report, with perhaps a few concrete examples, will give you the facts.

It appears to be largely a question of price. Of course, we know that there has been circulated for many months past a widespread propaganda on reduction of prices in all lines, and the soda water industry was not overlooked in this campaign. People whose incomes during the war were doubled and tripled and in some instances quadrupled, naturally raised their standards of living and spending accordingly, and high prices were no check on buying Now, where there is not actual unemployment and no income, wages have been materially reduced, which entails another change in standards of living and buying, and it all takes time. Some day we will be settled on a sane, normal basis and everything will be all right, but until that time comes we must be governed accordingly, for we are dependent upon the public for our business and their demands, no matter how whimsical, must be met. Economy is at present the slogan of the people and all merchants will tell you that their customers are doing more "shopping around" right now than ever before, and buying generally where prices are the lowest.

In the soda water business, some of the chain stores were the very first to lower prices at their fountains, even before they had received any marked reductions from the manufacturers on materials. I talked to a man at the head of one well known chain early last spring and he told me their plans to reduce prices and I argued against it, but he said that they sold many other things besides soda water and that if, through the medium of lower-priced drinks they could get people into their stores they would consider it a good advertising proposition and could sell enough other merchandise to more than offset the loss of profit at their fountains. His reasoning has proven sound, for today his stores are doing a big fountain business and making a profit.

Since them, other chain stores, five- and ten-cent stores, some druggists and confectioners and other fountain owners have come into line on reduced prices and in every instance these merchants are getting the bulk of the soda water business today.

Of course, every town and city boasts of its best soda fountain—sometimes two or three retailers compete for the exclusive trade, and in the past, regardless of price, such fountains did enjoy the cream of the business and make the most money. We find such fountains in hotels, in beautiful candy stores, high-class drug stores, etc. Their equipment is expensive, their overhead very high and they must get higher prices to come out even, besides their trade has always been exclusive, they have never catered to the "masses" and they figure that low prices will bring cheap trade. They don't realize that today their exclusive customers have for the most part joined the "masses" and are patronizing the low-priced fountains.

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Many of this class of exclusive retailers have very fine luncheonettes in connection with their fountains and have kept up their revenues in this way without materially reducing prices, but the man who depends entirely upon his fountain and has not lowered his prices is not getting the business.

I called on one such dealer in a western city. His was an exclusive fountain and confectionery business and there was almost no one in his store. I know, and he told me again, how many thousand dollars he had invested in his fountain department, what his sales were today as compared with former times, and said he would actually lose money if he reduced prices. He told me of a grocery concern in the same block with him that began a few months ago to advertise preserved fruits to serve over ice cream. Later, to facilitate the sale of these, they put in ice cream, and as a result his sales of bulk cream had fallen off from fifteen to five gallons per day, "with absolutely no investment for equipment," he said. "Those fellows are competing with me, selling the makings for probably eight sundaes for from 65 to 75 cents. Where do I get off?"

Many other retailers raised practically the same argument with the added complaint that ice cream manufacturers were maintaining their sales volume because of the various merchants, not fountain owners, now handling ice cream and flavors for home-made sundaes and consequently had not reduced their prices. I found many retailers who claim that ice cream alone costs them 3 cents for a soda or sundae. If this is generally the case, it is up to you retailers to go after the ice cream manufacturers for lower prices and concerted action would procure a reduction for you.

I say to you, as I said to every merchant on my trip, the present situation is only temporary. Sooner or later things are going to be adjusted and people generally are going to have a better sense of values, a more stable buying power and a more sane and steady balance all around, but while we are waiting for that period to come we must make a desperate effort to hold our fountain trade lest we lose it permanently to the chain stores, the five- and ten-cent stores and the corner grocers. If lower prices are what your trade want, and that generally seems to be the demand, then you must be satisfied with a smaller margin of profit, or no profit at all from your fountain for the time being. You can charge the difference up to advertising, if you like, or to your other departments where sales are increased through the medium of your fountain and the additional people it brings into your store. Certainly this is a problem that confronts every soda fountain owner and if you realize that your action today may make or mar your fountain business for the future, you must give it earnest consideration in making your plans for 1922 business.

Save Your C. J.'s

A DAILY newspaper and a fiction magazine are of value only as vehicles of temporary reading. A trade publication such, for instance, as the CONFECTIONER'S JOURNAL, is intended as a guide, mentor and friend to be preserved permanently for convenient reference, both with regard to its practical subject matter and its advertising pages. The latter, especially, form a directory of everything that the confectioner is likely to need in the course of keeping up to date. If you have not in the past been careful of your copies of the CONFECTIONER'S JOURNAL, now is a good time to begin to file them where they can be found in good order when wanted.

WE HAVE some very nice pickled herring," suggested the delicatessen dealer. "Not for me," replied the man who was doing the family shopping. "There's no pleasure in getting thirsty any more."



International Film Service Co., Inc.

A candy seller—in the villages; not so popular as the city man who adds pictures to his attractions. He announces his wares by a brass bowl contrivance which he strikes on the inside with a hammer, making a sound that the Japanese declare is musical.

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The Seventh Annual Convention

WESTERN CONFECTIONERY SALESMEN'S ASSOCIATION

HE Seventh Annual Convention of the Western Confectionery Salesmen's Association was held at the Hotel Pfister, Milwaukee, Wis., December 6, 7 and 8, and in point of number of attendants was a most successful and enjoyable affair. This association is made up of a "bunch" of live-wire, agreeable salesman who are taking an interest in and backing up their organization for the common good not only for the members thereof, but for the general uplift and advancement of the confectionery business.



WM. PRENTISS, Jr.
New President



I. R. GILLETTE
New Vice-President

The two committees that made the meeting a profitable one were as follows: General Committee—I. R. Gillette, Chairman; A. E. Poole, Alva H. Cook, Otto J. Schoenleber, George E. Sullivan, Victor C. Pflugradt, Emmet C. Boyles, Charles H. Hesser; and Ladies' Entertainment Committee—Mrs. Alva H. Cook, Chairman; Miss I. R. Gillette and Miss Gretchen Schoenleber.

Both committees were fortunate in being headed by capable and energetic chairmen who were untiring in their efforts to make every member and guest happy during their stay in Milwaukee, and they fully maintained the city's reputation for hospitality. Mrs. Alva H. Cook, the capable wife of the publisher of the *Northwestern Confectioner,* and Mrs. Gillette and Miss Schoenleber, the other two members of the Ladies' Committee, won the hearts of all through their graciousness of manner and their concern for everybody's comfort.

The convention was called to order by President George E. Sullivan, and Otto J. Schoenleber, President of the Ambrosia Chocolate Co., Milwaukee, introduced Mayor D. W. Hoan, who in a happy speech, welcomed the salesmen to Milwaukee and wished them a successful meeting. President Sullivan then read his annual address and Secretary Geo. E. Burleson presented his report of the activities of the association. Both addresses appear in this issue.

P. A. Grau, Executive Director of the Milwaukee Association of Commerce, gave a good talk on the value of organization.

The meeting then went in a body to the Pabst Theatre, where Roger W. Babson, the well-known statistician, gave an earnest address on the business situation, comparing the confectionery industry with other industries and sounding a hopeful note for the year 1922, which he declared showed a bright outlook.

At the second day's session Herbert A. Dodge, of the National Candy Co., brought to the members another encouraging message, his subject being "Business Will Be Good—If You Think So." Mr. Dodge's address breathed optimism in every sentence and was received with appreciation and applause. Iverson C. Wells, Chicago, editor of *Candy,* discussed "The Six Steps In Selling."

At the afternoon session of Wednesday, Walter C. Carlson, President of the Milwaukee Paper Box Co., spoke on "Paper Boxes In Relation to the Candy Industry," stressing the fact that an attractive box for candy is a very important factor in increasing sales. Then, Walter C. Hughes, Secretary of the National Confectioners' Association, brought a message to the members on "Faith," his subject being "What We Most Need—Faith." This message appears on another page of this issue of the JOURNAL and should be carefully read.



GEORGE E. BURLESON
Secretary-Treasurer



MRS. ALVA H. COOK
Chairman Ladies' Entertainment Committee

Another optimistic message was given to the convention at Thursday's session by V. L. Price, St. Louis, President of the National Candy Co., who laid emphasis upon the value of the salesman's close touch with the candy trade and his opportunity to inspire

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a feeling of confidence among his customers. Mr. Price announced that the N. C. A. Committee on Advertising had adopted a slogan to be used in their campaign to increase the sales of candy, but that they were not yet ready to make public announcement.

When it came to the selection of officers for the coming year, William Prentiss, Jr., Chicago, one of the charter members of the organization, was elected president to succeed George E. Sullivan, Chicago, who will now head the Executive Committee. Other officers chosen included: Vice-President, Irving R. Gillette, Milwaukee, who served so ably as Chairman of the Convention Committee; Secretary-Treasurer, George E. Burleson, Chicago, re-elected; Executive Committee: George E. Sullivan, Chairman; Martin B. Andelfinger, N. L. Towle, Walter F. Leonard, C. A. Phillips, C. H. Meister, Max Loeb, C. L. Heffelman, Joseph Gibian, John T. Poole, A. E. Poole, and E. W. Shahan. Edward F. Dalton, Chicago, was chosen as chairman of next year's Convention Committee, and Alva H. Cook, Milwaukee, was elected Chairman of the Publicity Committee. Other committees remained unchanged. Next year's convention will be held at Chicago.

The entertainment features were elaborate, both for the men and for the visiting ladies. There were luncheons, auto rides, theatre parties and a banquet. The local confectioners were very liberal in presenting fine candy souvenirs to both men and women, as did several outside concerns.

THE FOLLOWING RESOLUTIONS WERE ADOPTED:

No presents or donations shall be made from the funds of the association after January 1st, 1922.

Admitting heads of firms not active in sales capacity to Associate Membership.

Members shall register with Secretary the name of firms they represent.

Any member wilfully violating this provision shall be suspended or expelled, but has a right to a hearing before decisive action by the association.

Any salesman not a member, who seeks lines carried by members and using unfair or unethical means, shall not be eligible to membership if objection is made.

That the association go on record as favoring a reduction in passenger, pullman and freight rates, and that a petition be presented to the proper authorities.

That a booth or room be taken in connection with the Chicago May Convention.

Thanking William Prentiss, Jr., for his past services and presenting him with a suitably inscribed loving cup.

Setting aside $200 for use of Publicity Committee, $250 for expenses of booth at Chicago Convention, and $100 subject to disbursement by president.

ADDRESS OF PRESIDENT GEORGE E. SULLIVAN

It is a keen pleasure to preside over a body of "live wires" of one of the largest industries of this country. We are the connecting links between the producers and the distributors. It is our privilege to put on the market any item of merit that the manufacturers produce. Have we been recognized as the important factor in the industry? "The men" who know the wants of the jobber and can put it over?

I believe, as time goes on, this organization will be looked upon as the main cog in the wheel of success. We'll try to leave a few thoughts with you that I trust will be of benefit to all, also have a plan which will be brought up before you that will make the Western Confectionery Salesmen's Association a clearing house for both manufacturer and salesman.

During the last few years many small manufacturers have entered the field with lines of unknown value and reputation. When a salesman presents these lines to his established trade he assumes responsibility for them. Their virtues are his virtues, their shortcomings his chagrin. The unheard-of manufacturer has all to gain. The salesman ought to know the goods, also the house who makes them, before putting his efforts behind the line. Competition forces a man to compete with himself for improvements, because either praise or censure are unavoidable. Jobbers realize this; they feel greater confidence with the known than with the unheard-of factory lines. Confidence in the salesman gets the first order, merchandise of merit—plus service—holds the account.

When we started out the first of the year full of optimism, few of us realized what problems were before us to solve, and I believe it was a good thing for us. Jobbers and retailers had high-priced merchandise in stock trying to sell without taking a loss. If they had taken their losses at one slash and based their selling price on what it would cost to reproduce, then put every ounce of ability and energy into their hardest selling work, the result would have been different.

In times of business depression our greatest opportunities are found, and as one of our old-timers would say, "and I'll tell you why." While all the joy-killers were talking ten-cent bars were done for, there were a few men who knew they had a piece of good eating candy and knew it would go over if presented to the public the right way. You all know the story of my thirty-cent knife and how the sales of this piece have gone beyond all expectation. Many manufacturers have tried to imitate this piece and their men have gone as far as to say "I have an 'Oh Henry Bar,'" little realizing they were selling the real "Oh Henry." No doubt, the manufacturers of this piece will send them checks if they knew just how much to send. Anyway, this company has always supported this association, so we may call it

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square. It goes to show that merchandise of quality—plus optimism—will win out in times when the pessimistic fellow tries to "gum up" the candy business.

We fellows who are on the business fighting-line must of necessity think and preach optimism because we can't help but believe business has hit the bottom and must rebound. Making sales today are difficult, as men know that are facing the situation, but nevertheless start out with a grim, determined faith that the items you have to offer are right and show the jobber just how he can get his dealer to sell at a fair profit for a quick turnover.

We have become enthused in telling jobbers how "rotten" business is with everyone and being in a hole try to drag them in. Salesmen and jobbers will have to shake themselves out of the old rut and break in a new trail. It's not an easy task, but it's got to be done and those who do it first and well will reap the benefits. You get nowhere repeating failures or howling hard times, or if you spend time looking on both sides of you to see that you are not going to be run down. You can't go ahead unless you start—then keep going, as there is no standing still in the game of success.

Take a chance is my motto, and if you lose take another, some day you will make the grade. Because of my optimism and absolute faith in the future of the candy business, I say to myself, "If I don't put this thing over, I shall put over something just as good." The time spent talking about what the other fellow has done or is doing brings you nothing and you have lost energy that ought to have paid you real money.

Every salesman must be a better salesman and a harder worker. Many are inferior simply because they don't know how to be superior. They don't understand the selling process and how to make success certain. They go at their demonstration in a clumsy manner to do in a hard way what they should do in the easy way.

Every new item ought to be studied and sold to oneself before trying to interest a buyer who is not interested in anything but your back going out of the door.

If we all would recognize our opportunities and live up to them, we could build up wonderful reputations as salesmen who not only sell, but leave a constructive thought with the buyer that is remembered long after you leave. It has been my aim to help every jobber solve his problems, and believe I can say many jobbers have thanked me for the few suggestions left on previous trips that have been of help to them. Then there is the jobber that looks at the price of everything with a microscope, not at the value. All I can say is to convince him that your price is right for the goods and are sorry you can't sell it, but you do get it from jobbers who want to build up a lasting trade on good merchandise. I say this unhesitatingly and am prepared to back it up by my experience and by experience of others.

REPORT OF GEORGE E. BURLESON, SECRETARY-TREASURER

In presenting to you my annual report as secretary-treasurer of your association, I wish first to apologize for some neglects of duty imposed upon the office by your Constitution and By-Laws—particularly in respect to sending you reports as so provided.

This neglect—or avoidance of duty—has been caused by the fact that I have been on the road practically all of the past year, and therefore it has been impossible for me to get out such reports.

I would say, however, that there has been very little of interest to warrant getting out these periodical letters, aside from the fact that it is, of course, desirable that members should be kept in close touch with the organization in order to keep up their interest in getting new members and that they may be reminded that our affairs are in good shape, both financially and numerically, and that we are going ahead.

I have tried to do this in my travels, having never overlooked an opportunity to put in a good word for the W. C. S. A. and to urge men who had seemingly lost interest to keep up their dues and stay with us.

I would say further in this regard that our members can do the association more real good by personal contact while traveling their various routes, than all the stereotyped letters that can be sent out by the secretary, for I have no doubt that many such letters—after being read—go into the waste basket and no further thought is given the W. C. S. A. until another letter comes along.

I, therefore, wish to impress upon you that we will never get anywhere unless some of the enthusiasm you show at our annual gathering is held on to, to use upon the men you wish to get as members—furthermore, if you get some good ideas there pass them along and tell where you got them, showing moreover the advantages of association.

We cannot, of course, expect to retain all of our members from year to year—some drop out for good reasons—but too many fail to keep up their dues from sheer lack of interest—and it is *that very interest* we must inject into the association, and if you will analyze the detailed report and note especially the outstanding dues and those dropped for non-payment, you will realize what I am trying to get home to you.

The association can only be built up on dues, and to make us financially strong enough to increase the amount of our Memorial Fund, as many have wished us to do, we must have a larger loyal membership who will stick and do their own part toward that building up.

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It is true that we may get some additions to our treasury from our annual program, but this cannot be counted upon for this money is raised particularly to defray expenses of our convention entertainment features and may all be spent if needed for that purpose.

It would seem unnecessary to refer to such members who only join at our annual meetings in order to take advantage of the various entertainment features, but I regret very much to say that from my records such seems to be the case, and I only mention this to say that it is the privilege of every member to take advantage of all entertainments, and it is hoped that he will exercise that privilege—*but after that we want him to keep up his interest* and bring in at least one new member every year. It does not take a very sharp pencil or very much paper to figure out what our organization would amount to if anywhere near this was done.

It is with much thankfulness that there is no report to be made of the loss of a member by death.

Total receipts from December 1, 1920, to December 1, 1921, were $3,207.82. Total cash resources from December 1, 1920, to December 1, 1921, were $3,301.29.

In closing, I wish it to be understood that in all I have said there has been no thought of criticism of things done or left undone in the past, but have endeavored to give you my thoughts with only the best interests of our association at heart.

I take the occasion to thank the officers and members for their uniform courtesy, and especially wish to testify to the efforts of our Convention Committee, headed by Mr. I. R. Gillette, in making this, our first gathering outside of Chicago, where we were organized, a success.

ADDRESS OF WALTER C. HUGHES, SECRETARY-TREASURER, N. C. A.

We are nearing the close of another year and at this time it is proper and perhaps it will be profitable for us to briefly review what we have accomplished or failed to have accomplished during the past twelve months.

We may also with equal propriety and hope of benefit take a glance into the future and if we have learned valuable lessons from past experiences, perhaps we may be able next year to avoid some of the mistakes that we have made during the past year.

Never was there a truer saying than; "Time flies," or in the words of a good old Methodist hymn:

"The days are gliding swiftly by,
Each cord on earth to sever."

It seems only a few short months since I had the pleasure of being with you at your annual convention in Chicago. I can scarcely realize that full twelve months have passed since the date of that convention.

The year 1921 in many respects is one of the most important years of the last decade with the exception of 1914 when Germany crossed the Belgian frontier and started the great World War, and 1918 when the armistice was signed and the war ceased.

That awful conflict has now passed into history, but the changes that have been wrought in our political, social, and economic affairs will be felt until the end of time. They are of such tremendous importance and far-reaching consequences that it is utterly impossible for anyone, no matter how learned, to comprehend their real significance.

Millions of lives have been sacrificed; property worth many billions destroyed; new nations have been carved out of nations centuries old; and the whole world changed to such an extent that pre-war atlases and encyclopedias have been thrown on the scrap heap.

The total world national debts in 1921 are nearly ten times what they were at the beginning of the war.

The national debt of the United States was increased during the war two thousand per cent. The national debt of Great Britain was increased one thousand per cent; Germany's, six hundred and seventy-five per cent; Austria's, five hundred and fifty per cent; Russia's, five hundred per cent; France's, three hundred and fifty per cent; and Italy's, three hundred and fifty per cent. In percentage of increase, the United States is double that of Great Britain, three times that of Germany, four times that of Russia, and nearly six times that of either France or Italy.

Since the armistice was signed the national debts of the world, excluding Russia, have increased eighty-eight billion dollars.

The paper money of the world increased thirty-nine billion dollars during the same period. This increase of thirty-nine billion dollars in paper money is not an indication of corresponding increase in fundamental natural resources from which the wealth of the world is derived, but it is merely a resort to an economic fallacy made necessary by the urgent need of the hour.

Nations, as well as individuals, cannot pay their debts by issuing paper I. O. U.'s. The entire wealth of the world has come from the earth in one form or another and the debts of the world can be paid only through the increase in the development of natural resources from whence all wealth must come.

Unless these natural resources are developed, the debts of the world cannot be paid. It is evident that if the foreign nations are to pay the billions which they owe the United States and owe to each other they must develop their natural resources and find a market for their products.

It is also evident that this condition will develop the keenest rivalry for business amongst the foreign

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nations and make it all the more difficult for American business men to obtain their share of the business in the markets of the world.

Germany with her wealth largely invested in subsidized industries and with labor costing one-sixth of what similar labor costs in the United States, after allowing for the depreciation in the value of the mark, is underbidding the United States and England in many markets.

Germany and England, war enemies yesterday, are business competitors in the world's markets today and they are both active competitors of the United States, and it is going to be a keen, bitter, cold-blooded fight for commercial supremacy.

The development of our natural resources is largely dependent upon the correct solution of our transportation problem which is the most important problem now confronting the people of this country.

The recent threat of a general railroad strike was the result of an endeavor on the part of railroad executives to reduce labor costs as a means of lowering freight rates, and the determination of the railroad employees to hold wages at the high levels which they attained during the period of Federal control.

The action of the government in sponsoring the Adamson law in 1916 has cost the Class 1 railroads over two and a quarter billion dollars in increased wages, all of which were ultimately passed on to the consumers in increased freight rates.

To paraphrase a slogan made famous by an enterprising eastern scale manufacturer: "The consumer always pays the freight." Yes, he always has, and always will, and that is why he is so tremendously interested in this question of railroad wages.

Out of each dollar received by the railroads in 1920 they paid 60 cents for labor and only 1 cent to their bond- and stockholders.

The sins of past generations of railroad managers have surely been passed on to the third and fourth generations of their successors.

From "The public be damned" policy of the early Vanderbilts, we are now suffering from a public reaction to that policy that came very near to the danger line of extreme socialistic control. Let us hope that a happy medium between these two extremes may be found at no very distant date.

But, what about the railroad employees? What about their side of the question?

I recently discussed this question with one of the oldest in point of service of the employees of one of our largest and most important railroads.

This is what he thinks about it: "I have been working for this railroad for thirty-five years. When I was promoted to the job of conductor I received $55 per month. I could take a dollar on Saturday night and go to the grocery store and the meat market and buy a steak, two dozen eggs, five pounds of sugar, two cans of vegetables and two loaves of bread. I am now getting $192 per month. When I go to the grocery store and the meat market and buy the same things that I used to pay one dollar for, I now have little left out of a five-dollar bill. I would rather work for $55 per month right now than what I am getting, if my dollar would purchase as much as it did then!"

That statement reflects the attitude of the railroad employees on this question of reduced wages. Until the cost of living has shown an appreciable decrease, which it has failed to show thus far, the chances of any material reduction in wages without a bitter fight are extremely remote.

All of these conditions have had a decidedly depressing effect upon the industry in which you are engaged.

Last year at this time we were saying: "Business will be all right next year, and next fall it will be fine," and so we jollied ourselves into believing that we knew what we were talking about and tried to whistle to keep up our courage.

This fall we have been doing exactly the same thing that we did last fall, trying to jolly ourselves into believing that business will surely be all right next year.

I think that the average for the entire industry is about 70 per cent. of the volume that we would have had if general conditions had been favorable.

In some localities it is above that figure, in other localities below, but the average is, I think, about as I have stated.

There have been more failures in the industry during the past eighteen months than there were during the previous five years, and we may expect to see more failures during the next eighteen months.

Competition is keen, there is over-production, the potential capacity of the plants is at least double present-day requirements.

Prices are at the lowest point since the pre-war period, in some instances equalling the extremely low levels of 1911, 1912 and 1913.

When your boss balances his ledger for 1921 he will be lucky if he keeps out of the red ink.

It is a dark and gloomy background that I have painted in the picture that I want you to see with your mind's eye.

Let us see if we cannot use more cheerful colors when we are painting in the foreground of the picture.

Remember that both light and shadow are necessary in every picture, just as there must be light and shadow, joy and sorrow, in the lives of all of us.

The gloomy colors of the background of the picture are not the dark clouds of an approaching storm, the storm has passed, and while it has left death, devastation and destruction in its path, it has passed —thank God for that!

But what about the foreground of our picture?

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What about the future? With what kind of colors shall we paint it?

The rainbow that we see through the rain is God's promise of a fairer day. We must, therefore, have a rainbow in our picture and for which we must use bright colors.

Bright colors are cheerful and therefore, as we begin to use them, we feel more encouraged and hopeful, and the clouds of depression and doubt begin to disappear.

And so in the business world we can find that which encourages and cheers if we but look for it, and have faith in the future.

The conditions that we are passing through right now are just the conditions that we might expect to see after all the trouble and turmoil that we have gone through during the past five years.

Fundamental conditions are very much better than they have been at any time since 1914—don't forget that!

While here and there men are heard to predict that there will be another World War in the near future, it is evident to anyone that there is a sincere world desire to forever banish from this earth the hideous nightmare of a World War such as we have just passed through.

The Disarmament Conference will not accomplish all that we would like to see it accomplish, but we may be sure that these leaders of the nations are not indulging in an idle pastime.

They have a serious, sincere purpose, and great good is bound to result from their deliberations.

We talk about *"getting back to normal."* There is now no such thing as "normal" in a comparative sense. Normal, in the sense in which we once regarded it, has entirely disappeared. It is a dead language. New values have been established, we are on a different plane from what we were before the war. Business is going to find its level, but what that level is cannot be determined until the whole world has gradually quieted down and resumed the regular habits of peace.

This will take time, it cannot be done in a month or a year. It will take several years, but it is coming as surely as the sunshine follows the rain.

The prosperity of our industry, like the prosperity of any other industry, is dependent upon the prosperity of all other industries, just as the prosperity of any nation is dependent upon the prosperity of all other nations.

We cannot personally, industrially, or nationally go it alone. The great war has made us all interdependent.

Gradually these problems are being solved. Gradually business conditions are improving. We are headed in the right direction, our progress may be slow, but we are *progressing*.

Foolish competitive methods will eliminate in many instances undesirable competitors.

The desire to cut and slash prices and resort to unfair and disreputable sales methods will surely react on the firm that adopts such methods.

They may apparently bring temporary success, but in the long test of time they will fail, for such methods never did nor never will build up a successful, permanent business.

Therefore, have no fear of your competitor who adopts such methods.

Remember the old story of the tortoise and the hare, and that the race is not always to the swift.

Men have succeeded under the most adverse conditions and there is no reason why each and **every** one of you should not succeed if you but make up your minds to do so and have the faith to believe that you can.

In the darkest days of the Civil War, Abraham Lincoln put his trust in God and had the faith to believe that the armies of the North would ultimately win, and win they did!

In the darkest days of the great World War, when the Germans were within gunshot of Paris, France, with her back to the wall, and fighting for her very life, had faith that she would win, and the world echoed with her immortal battle cry: "They shall not pass," and they did not pass!

When confronted with discouraging conditions we frequently fail because we do not have the moral stamina and courage and the faith to believe that we can win.

What we most need is faith in ourselves, faith in each other, faith in our glorious country, faith in our industry, and the courage and character to make a good fight and keep the faith, then the victory will be ours.

Thus in the business world if we have the faith that we ought to have as Christian men, we can see in the business sky the rainbow, God's promise of a brighter and a better day.

ATTRACTIVENESS, beauty of interior decoration and arrangement need not be eliminated from a store just because business is business.

THE way to make customers believe that you consider their best interests your own best interest is to feel and act that way.

THE store with only cheap goods attracts only cheap people. The store with no cheap goods attracts too few people to be successful in a big sense.

HOW does the man with bigger expenses than you sell at lower prices and get away with it? He turns his stock oftener.

IF you want to make an account hard to collect, make no effort to collect it.

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THE JOBBER

WHAT ABOUT THE NEW YEAR?

AN old plow horse who is conducting a candy jobbing business is generally a "practical man." He prides himself upon this, and he is entirely correct in his opinion and his pride of the same. He is prone to be too practical to permit sentimental thoughts to intrude in the way of "reflections" at New Year, or in making resolves to be quickly broken. And that is where he makes a mistake—particularly this year.

For this year is "different." The world has unfolded entirely different from what was expected. Business is undergoing a radical change, as any one can see who has an opportunity to study the trend of events, and no one should be so "practical," so tied to the routine of his business, that he cannot take the time, and open his mind to this great change which is rapidly occurring.

Every single detail of business is undergoing the keenest scrutiny and analysis by the brightest minds. Such is being weighed in the balance and subjected to severe examination. If it is worthy of survival it is continued. If not, it is discarded. If it can be improved in even the slightest manner, the improvement is forthwith made. And, what is significant, almost every detail is found capable of improvement, and is being changed forthwith. The result is that a great though silent change, is being accomplished. Rather it should be said that many little changes are occurring, which in the aggregate, total a great change in business methods.

But they are going on so silently, so quietly, any particular detail seems so insignificant, that a business man must have a keen vision to sense the change which is occurring. And yet he must sense it—he must shift his ideas and methods to take advantage of it—or he will find himself outdistanced by keen-eyed competitors who have heretofore caused him little concern.

This New Year which lies before us will, therefore, mark many changes of many kinds. As a business man stated: "It will no doubt see the passing of a considerable procession of business concerns. To the dispossessed it will be bitter indeed, but for the country at large it will mean the hastening of the day to better business methods and sounder prosperity. In deciding which companies shall fade away and which will survive, the management will be the test. For on the management of the business for the next year or two will depend the fate of that business." New methods must be placed, or the business will gradually fall behind. All methods must be improved, all persons be developed to a higher efficiency. This is for the management to do. But the manager cannot do this unless he takes stock of his mental equipment by reflection, discussion, reading and study. Unless he makes keen his vision to observe. Unless he makes himself hungry for business facts and suggestions—and then uses his knowledge and his vision to train and develop his people and improve the details of his business.

These are the New Year reflections which every business man should indulge in, and which he neglects at large risks.

CHRISTMAS CANDY FOR THE PHILADELPHIA KIDDIES

ACCORDING to custom the candy trade of Philadelphia united to aid charitable organizations in giving an enjoyable Christmas to the kiddies who would otherwise not be provided for. The Philadelphia Jobbing Confectioners' Association issued the following circular to the trade:

"*Gentlemen*:—For several years the members of the Philadelphia Jobbing Confectioners' Association made a joint contribution of candy which was distributed to various charitable institutions at Christmas. We can assure you that our work was highly appreciated and we have decided to repeat and double our efforts this year. To accomplish that end we invite the manufacturers of confectionery in our city to join with us in this laudable purpose. The unsettled condition of business, we recognize, will leave many without this good cheer, hence let us fill up this needed gap. The candy so collected will be distributed to the worthy poor by the Salvation Army and Volunteers of America.

"Respectfully yours,
"L. Weglein, Jr.,
"Charles Schaefer,
"A. C. Keeley,
"Joseph Casani,
"Christian Pflaum, Jr.,
"Committee."

To facilitate distribution the city was divided into five zones, and one jobber was made the receiver and distributor in each zone, as follows: Northeast Zone, A. C. Keeley, 2215 North Front Street; Northwest Zone, Pflaum Bros. & Co., 2055 Ridge Avenue; Southeast Zone, R. B. Davenport, 1633 Passyunk Avenue; Southwest Zone, L. Kramer, 1318 South Twenty-first Street; Manufacturers, Joseph Casani, 317 North Second Street.

The responses to this appeal were generous beyond all anticipations and brought gladness to the hearts of many little ones.

POOR SALESMEN? TRAIN 'EM INTO GOOD ONES

"I NOTICED an item in a recent issue of the CONFECTIONERS JOURNAL where a candy jobber gave a little tap on the anvil regarding poor traveling salesmen. He may have been right about it, and

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I expect he was, but I want to throw out a constructive thought, rather than a discouraging criticism," said a successful jobber in conversation the other day. "A higher degree of ability and efficiency is now expected of salesmen than formerly. Many salesmen do not realize this, and others who do are groping blindly, not knowing how to develop increased ability. Hence the increased importance and responsibility of the sales-manager, or of the proprietor who has charge of the salesmen. His real task is not to look for super-salesmen, but to train, develop and teach his force of salesmen into the higher efficiency which the business of today requires.

"I cannot express my idea better than by handing you this clipping, cut from the pages of *Forbes,* containing the address of President George Edward Smith, of the Royal Typewriter Company, to his sales-managers. Read what he says and see if you do not agree with me that there is an idea here for every candy jobber."

"There is a quest on the part of managers for super-salesmen, men who will take over a territory, cause the management no inconvenience at all, and make a profit for the office and bring credit to the manager. Managers hit upon such a man every once in a while, just often enough to make them believe they can secure them—and they go on hunting for them. It is the lazy man's way of doing things.

"The manager who makes up his mind that he cannot hire any better than ordinary men, that these men must go through a course of training, and that the responsibility of management is heavy and rests upon him alone, is the manager who will gradually, by training and experience, build up a selling organization; but the idea of lying back and waiting to accumulate a stable full of Man o' Wars will see him in the poor-house.

"I do not look upon the average man as a salesman with the disapproval that I know some managers do, because if I were a manager I would be willing, by leadership and management, to make successful men out of that raw material. It would be very easy to run the Pennsylvania Railroad, as Mr. Vreeland says, if you had Cassatts and General Atterburys for track walkers and bridge tenders. It would be a very easy thing to win with an army of Napoleons. But the big trick is to run the Pennsylvania Railroad with ordinary 'hunkies' and make it the standard of the world, and to win the battles of Napoleon with ordinary 'poilus.'

"This view some sales-managers have lost."

A SUGGESTION BY A JOBBER

Editor CONFECTIONERS JOURNAL:—It seems to me that an opportunity exists for the improvement of the candy business in the idea of jobbers and manufacturers getting together occasionally and exchanging views on subjects pertaining to their mutual interests. One of the most serious difficulties which seems to confront the candy jobber is the matter of price-cutting by new men who are just entering the jobbing field and are not aware of the many expenses of conducting the business, and by small jobbers—perhaps jobbers by courtesy—who do not maintain an establishment that might justly entitle them to be classed as jobbers, whose overheads are therefore small, and who sell at cutthroat figures. This accomplishes more harm than appears on the surface. The harm does not consist in the amount of sales made at these prices, but in the suspicion engendered in the minds of retailers that the legitimate and established jobbers are taking advantage of them.

There is a disposition on the part of some jobbers to expect the manufacturers to exercise a strict supervision over their buyers and to protect the jobbers from such competition. But the manufacturers with their minds intent on distribution to permit their factories to run, are naturally predisposed to sell freely without interposing unnecessary restrictions.

If there could be occasional conferences between representatives of the manufacturers and the jobbers it seems to me that much good could be accomplished. It is a matter which probably can never be entirely eliminated, like thousands of other troubles to which the people of this world are ordained to suffer. But if these representatives should meet occasionally in a spirit of harmony, each with an appreciation of the worries of the other, there is not a particle of doubt but what the jobbers could be moved to exert their influence on price-cutters so this evil would be lessened to a very considerable extent. The world is finding that many ills which appeared impossible of removing are either lessened or smoothed away under the influence of friendly discussions where each party earnestly endeavors to appreciate the point of view of the other.

A JOBBER.

TELL YOUR SALESMEN TO KEENLY WATCH FOR OPPORTUNITIES

AN old business proverb states that a difficulty will halt an ordinary man, but a wide-awake man will use it as a stepping stone to accomplish his ends. A salesman who will develop his knowledge of human nature so he can turn little, untoward incidents to his account is often rewarded by business out of all proportion to the act he performs.

S. C. Lambert, in a recent issue of *Printers' Ink,* illustrates this point with several interesting anecdotes taken from life. A salesman attended a meeting of an association of merchants in a certain city. The last speaker of the meeting was the possessor of a caustic tongue. He called himself a "plain talker," that is, he told people of their faults, told

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them good and hard, and was rather proud of it. He talked thus to those assembled merchants, and it riled them. The salesman saw his opportunity, and though a stranger, asked permission to say a few words. He praised the merchants; praised them for their enterprise, their business judgment, their progressive spirit—and his words brought down the house. After the meeting the merchants gathered around him, patted him on the back, shook his hand, invited him to call and see them. He called. He sold lots of goods. All owing to taking quick advantage of an opportunity.

Another salesman called on one of his customers, a jeweler, and found him in trouble. A creditor who lived in the same city, was about to bring suit, and the jeweler, having had a run of hard luck, was unable to raise the necessary money. The salesman knew the jeweler for many years—knew that he was a hard worker, efficient, honest, a capable business man—and that he would come around all right if given time. This salesman called on the creditor and went into the matter thoroughly with him. He explained that if the jeweler was not pushed he would come out all right and would eventually pay every dollar. The creditor agreed to the extension, and thenceforth the jeweler gave practically all his trade to that salesman. It may help a salesman to repeat frequently that old law of philosophy, that "action and reaction are equal." This law is more far-reaching than is supposed. It is generally supposed to apply to solid matter only, but it also applies to human nature and to the mental and spiritual kingdom. In the realm of a salesman's business it would seem to read thus: If you do a kind act to a customer he will do a kind act for you.

THINKS JOBBERS SHOULD BE MORE MUTUALLY HELPFUL

"IT seems to me that business men—and this includes candy jobbers—could study with profit the Conference for the Limitation of Armaments, held at Washington," said Dennis T. Parsons, Port Huron, Mich. Statesmen, leaders and newspapers all unite that a great work has been accomplished in initiating the scrapping of hundreds of warships and agreeing on a ten-year naval holiday, during which no ships shall be built or laid down. On all sides we hear this is an epoch-making performance. But if you will read closely you will note occasional remarks from the great leaders that this is not the most important work of the conference. The great work they have accomplished, and which will increasingly grow in importance, is the change they have produced in men's minds. And this change will exert a greater influence to prevent wars than could any limitation of navies or armies, no matter how drastic. In other words, the peoples of the world will now work together in a spirit of friendly co-operation to promote the cause of peace, of harmony, of goodwill and a higher and better civilization.

Simply as a cold-blooded business problem, this change of mind is going to prove the wisest and most successful and profitable policy ever instituted by the peoples of the world. And yet the change is so simple as to be ridiculous. It merely consists in cordially shaking hands and working together, instead of frowning and preparing for a scrap. I want to express appreciation of the fact that the candy jobbers have slowly and gradually initiated this state of mind. They are friendly to each other. They have the co-operative spirit. In the cities they have their jobbers' associations, where the friendly co-operation is full and complete.

But this friendliness and co-operation could be extended still further to the great interest of the trade. There could be a free exchange of goods with each other at cost price. Trade information of value to all could be more widely distributed to the general good. The newcomers who have not learned the costs of conducting business, and the small jobber, who believes in price-cutting, could perhaps be influenced more effectually by friendly conversations and systematic propaganda than by a cold and hostile avoidance. The criticisms which many jobbers level at manufacturers for selling certain people, and for certain business methods, could be replaced by friendly propaganda with more success of accomplishment. In other words, this spirit of co-operation could be still further broadened with happy results.

Obituary

MEYER SANDS

MEYER SANDS, Vice-President of the Ohio Confection Co., Cleveland, Ohio, and superintendent of their factory, died at his home in that city on November 27th, aged forty-four years. Mr. Sands started as a shipping clerk and by industry and ability worked his way to the responsible executive position he held at the time of his death. He was a member of the Cleveland Chamber of Commerce, Kiwanis Club, Masonic Fraternity and Knights of Pythias. He is survived by his wife and daughter.

ROBERT STEVENS BURGESS

JUST as we close our last form, word comes to us of the death on December 11th of Robert Stevens Burgess, President of the Burgess Supply Co., Inc., of New York. Aside from the above we have no further particulars. The deceased was active in the affairs of his company when in health, and made for himself and house a large circle of friends.

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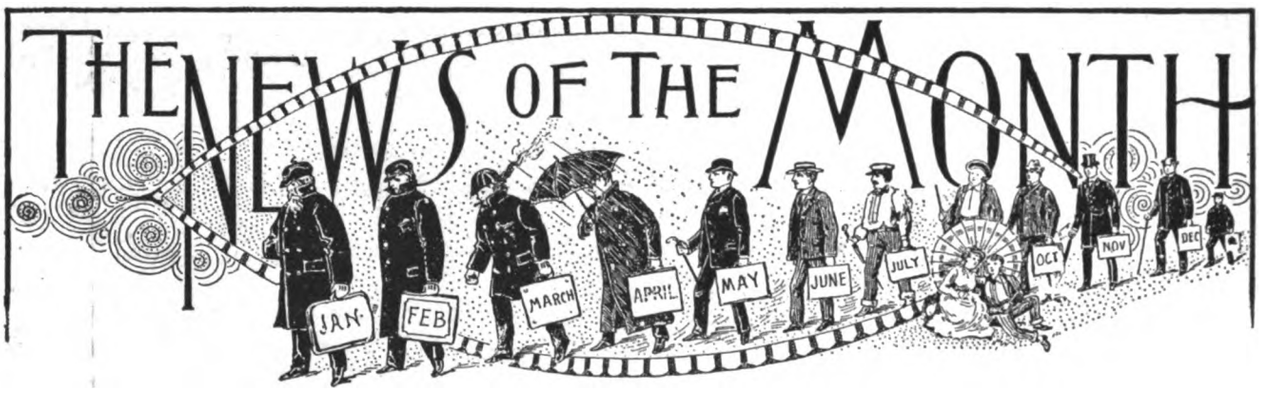


EACH bright New Year's morning,
Their persons adorning
With the best old Manhattan could bring to its store,
Each little Dutch maiden,
With good wishes laden,
Came bobbing and curtseying up to the door.

The hausfrau would meet them,
And cheerily greet them,
And bid each wee lassie to take from her plate
A cookie nutritious,
With frosting delicious,
And nice little comfits that wrote out the date.

The town of Manhattan,
In velvet and satin,
Can scarcely remember its homespun attire.
But Centuries fleeting,
Can't banish the greeting,
When candy and custom together conspire.

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HUGH N. FALVEY, formerly Southern representative of W. F. Schrafft & Sons Corp., Boston, Mass., now represents the A. G. Morse Company, Inc., Chicago, in the States of Pennsylvania and New Jersey.

THE HARTER CANDY CO.'S five-story factory at 114-116 Huron Street, Toledo, O., was badly damaged by fire in November. The structure in the rear was burned out and the two upper floors were ruined, the lower floors being deluged with water. Until the company determines how the damaged factory can be remodeled, temporary quarters will be used. The Harter Company has been in Toledo since 1916, having removed there in that year from Tiffin, O. The officers are E. J. Harter, President; W. F. Donovan, Vice-President, and W. F. Malone, Secretary and Treasurer.

EDWARD J. WALSH, long associated with Riggi Brothers Co., Inc., as an officer, has resigned as president of that company and joined forces with the Banner Candy Co., Brooklyn, N. Y., candy specialists. Mr. Walsh has a large number of friends in the Metropolitan territory, who wish him success.

FRANK RYKERT, who for over twenty years has been on the traveling force of Shoemaker & Volkert, Inc., of Buffalo, N. Y., has resigned his position to form a partnership with J. W. Markham, jobber, of the Kenmore District, Buffalo. They will conduct a jobbing business and Mr. Rykert will call on his old trade in his territory.

DUE to many years of faithful service, Mitchell Weinstein has been elected secretary of the Lindt Chocolate Co., Inc., New York, at the last meeting of the board of directors of this corporation. His new duties will in nowise interfere with his activities as sales-manager of the company and we are sure that his many friends will be very glad to learn of his well-deserved advancement. The Lindt Chocolate Co., Inc., intend moving from their present quarters on February 1st to their large and spacious store at 39-41 East Twelfth Street, New York, where they will display a comprehensive assortment of imported novelty containers besides their large variety of high-grade imported confections.

THE Eighteenth Annual Meeting and Banquet of the Confectionery Salesmen's Club of Philadelphia was held Saturday, December 17th, 1921, in Mosebach's Casino, Thirteenth Street and Girard Avenue.

About 100 members and their ladies attended the meeting. As is the usual custom, the ladies played cards from 3.30 to 6.30 P. M., while the men held their annual meeting in the Grotto. At 7 P. M., after the prizes had been distributed to the ladies, the orchestra played a march for the company on their way to the Banqueting Hall. Wm. F. Baker, the new president, called upon Wm. R. Moffatt to be toastmaster of the occasion. The menu which was in very good taste, and enjoyed by everybody, was as follows:

Grape Fruit — Celery — Olives
Creme of Tomatoes — Coquilli of Halibut
Tenderloin of Beef — Mushroom Sauce
Brown Potatoes — Asparagus
Casino Punch
Chicken a la King — Lettuce Salad
Ice Cream — Fancy Cakes
Coffee — Cigars — Cigarettes

The banquet over, the toastmaster called upon the new officers and other members for remarks. Greetings were exchanged by telegraph with the Candy Club of New York, who were holding their annual beefsteak dinner in New York at the same time. Gifts were given to the Secretary, Ed. W. Holt, and the Treasurer, Walter R. Weir, and upon being called upon by the toastmaster, a surprise feature was handed the audience by Fred Cohn, who spoke glowingly of the grand old man of the club, C. O. Dryden, who had just finished his term of office as president and then presented to Mr. Dryden on behalf of the boys of the club, a silver-headed cane inscribed as follows:

"Presented to C. O. Dryden, by the candy kids

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of Philadelphia, December 17th, 1921." "Pop," as he is affectionately called by the boys, was very much pleased and later danced in a Paul Jones to show he was still in the game. Nevertheless, "so say we all of us," he was the engineer of a steam roller while he was president.

After the banquet, speech-making and other features, a souvenir was given to the ladies. It consisted of a set of glass—sugar bowl, cream pitcher and spoon tray. Dancing was indulged in until 11 P. M., when everybody went home happy at the thought of the good time they had enjoyed.

The new officers of the club are: Wm. F. Baker, President; Frank K. Bower, 1st Vice-President; Ed. E. Glinz, 2nd Vice-President; Ed. W. Holt, Secretary; Walter R. Weir, Treasurer.

Six members were elected to the Board of Directors as follows: Ed. H. Reid, Fred Cohn, Robt. Kline, John M. Wickersham, Chas. C. Cortelyou, C. O. Dryden.

H. F. SHEPARD CO., Milford, Mass., incorporated to deal in confectionery, with capital of $10,000, by H. F. Shepard, Frank D. Field, Matthew T. Haynes and Theo. M. Sheldon.

SPHINX CHOCOLATE CORPORATION, New York City, incorporated under the laws of that State, with capital of $20,000. The directors are Philip Pearlman, Kaiman Schneider and Matthew Kaufman.

CAPITAL CITY CONFECTIONERY CORP., Albany, New York, incorporated by C. H. and D. Waite and W. Stock; capital, $5,000.

H. C. RYLAND, importer of extracts, colors, etc., for confectioners, of 52 Laight Street, New York City, has opened a Chicago branch with stock, at 2704 Greenview Avenue, which branch will be in charge of Max Berger, long identified with the trade in that city.

SYLVAN H. SUSSKIND, president of M. Getz & Company, Incorporated, San Francisco, confectioners and bakers' supplies, San Francisco, Calif., died in that city on November 21st.

THE RONDOUT CANDY WORKS recently started operations in their factory at 29 Mill Street, Kingston, New York. Edw. Mansbeck, formerly proprietor of the Edwards Chocolate Factory, Peekskill, has combined the business of that concern with the new company, which also secures the services of Mrs. Pearl Seigal and David Seigal.

THE HEIDELBERGER CONFECTIONERY CO., Philadelphia, Pa., announce the territories of the following salesmen for 1922: Jack Fielder will represent the company in New York and New England States; Earl W. Sweeney will represent them in Pennsylvania and Ohio; S. S. McKnight will travel in the Southern States; and J. W. J. Suter, Jr., will represent them in Maryland, District of Columbia and Delaware.

HODGE PEANUT & CANDY CO., Binghamton, New York, incorporated under the laws of that State by S. A. and B. L. Hodge and T. B. Jones; capital, $25,000.

HOFF & GEBHARDT, Greater New York, incorporated to deal in confectionery and syrups, by J. Hoff, O. Gebhardt and G. A. Honnecker; capital, $20,000.

THE ROYAL CANDY CO., Hazard, Ky., incorporated under the laws of that State to manufacture and deal in confectionery, by H. D. Young, A. D. Moore and W. B. White; capital, $6,000.

THE VENUS CONFECTIONERY COMPANY, of Louisville, Ky., has filed articles giving notice of increase of its capital stock from $10,000 to $20,000.

LANDRIN CO., 5723 North Clark Street, Chicago, Ill., manufacturing confectionery; incorporated; capital, $25,000; incorporators: Edward R. Tiedebohl, Francis J. Houlihen, Frank Michels.

LAMPRAKE ICE CREAM CO., 201 West One Hundred and Eleventh Street, Chicago, Ill., manufacturing ice cream, confectionery, etc., incorporated; capital, $50,000; incorporators: James Perrie, Donald R. Bryant, Thomas Lamprake.

THE EDWARDS & BROWN CO., 414 North Morgan Street, Chicago, Ill., confectionery, incorporated; capital, $25,000; incorporators: L. L. Brown, E. L. Garey, D. E. Stull, E. R. Edwards.

ALPHA CANDY CO., incorporated under the laws of Delaware, to conduct a general confectionery business, with capital stock of $50,000; by Chauncey C. Cotton, Irene McCabe, L. J. Doran, of Duluth, Minn.

CANDYLAND CONFECTIONERY CO., incorporated under the laws of Delaware, to conduct a general confectionery business; by James Cooper, James A. Williams and C. C. Fitzpatrick; capital, $15,000.

SAMUEL JARVIS, of the Sweet Shop at Burlington, Wisconsin, and Elkhorn, Wisconsin, has started a candy factory in connection with his Burlington store.

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A. B. C. CANDY CO., Sherman, Texas, capital, $250,000; incorporators: T. E. Hopson, C. A. Hopson and L. E. Hopson.

J. J. SULLIVAN, of Houston, will head the Texas Ice Cream Manufacturers' Association as a result of the election held December 9th, prior to adjournment of the fourteenth annual convention at the Texas Hotel, Fort Worth, Texas. N. C. Matthewson, of Marshall, was named vice-president, while A. J. White, of San Antonio, was elected secretary and treasurer. San Antonio was selected as the meeting place for 1922. A board of directors elected consists of W. A. Cox, of San Antonio; A. Rant, of El Paso; S. B. Bonner, of Temple; M. Thomas, of Beaumont; S. S. Lard, of Fort Worth; J. D. Carruthers, of Wichita Falls; M. W. Wortman, of Waco; J. J. Juscan, of Sherman, and George L. Boyd, of Sherman. More than 200 delegates were in attendance on the closing day of the three days' convention.

A NEW industry will be added to Janesville, Wisconsin, with the announcement of G. A Shurtleff and son, Harry Shurtleff, that they will begin the manufacture of candies. They have opened temporary quarters at 121 North Main Street, with the expectations of acquiring a larger place or possibly building a new structure as the business develops.

THE MOUNTAIN CITY CANDY COMPANY, which has been doing business at 1301 Fifth Avenue, Altoona, Pa., for the past year, has moved to new quarters at Green Avenue and Seventh Street. The company will now engage in the exclusive manufacture of candy. William Brittenham is manager.

HUBER JOHNSON CANDY CO., Milwaukee, Wis., incorporated; capital, 100 shares non par stock; incorporators: Herman H. Huber, E. M. Johnson, Walter F. Mayer.

THE BROWNIE STORES, Detroit, Michigan, incorporated; to deal in confectionery, tobacco etc., with capital stock of $100,000, under the laws of Michigan.

ANTONI DZIMITROWICZ filed a certificate in the office of the county clerk to the effect that he is to conduct a business in Utica, New York, under the title of the Red Star Candy Co. Suppose he conducted business under his own name!

THE VAN NUYS CONFECTIONERY on Sherman Way, Van Nuys, Calif., formerly owned by Baker & McGee, is now under new management, having been purchased recently by R. G. Rogers and James Mitchell, of Pasadena. The new owners are planning a number of improvements.

THE LOG CABIN CANDY SHOPS, INC., with executive offices in the Forrest Building, Buffalo, N. Y., was recently organized with officers and directors as follows: Walter H. Williams, president; E. Preston Browder, vice-president; Robert L. Hollinshead, secretary; Walter H. Williams, treasurer. Directors: Charles Swigert, Charles Forrest, R. L. Hollinshead, W. H. Williams and E. P. Browder. The company will open and operate a chain of exclusive candy shops throughout the United States, with plans to establish ten shops in Buffalo.

THE U. & S. CANDY COMPANY has opened a factory in Heber Springs, Arkansas. The manager is G. B. Sandage. His associates are Mrs. G. B. Sandage and Mrs. E. F. Urban. They will manufacture candy for wholesale. The factory is in West Heber Springs.

DISSOLUTION of the Amboy Candy Company and the organization of two new firms, the Amboy Candy Company and the New Amboy Candy Company was filed with the county clerk at Perth Amboy, New Jersey. George and John Mellas, brothers, were partners, each managing one store, one at 38 and the other at 215 Smith Street, Perth Amboy. John now takes over the store at 38 Smith Street as the New Amboy Candy Company and George will run the other himself.

THE SEMINOLE CANDY CO., Tampa, Florida, recently moved into their new factory at Newport Avenue and North A Street, where they have greatly increased facilities for their growing business.

THE NEW ENGLAND CONFECTIONERS' CLUB held its annual Christmas dinner at the Boston City Club, Boston, Mass., on December 15th, with 250 members and guests in attendance. President N. Edwin Covel was in the chair and an orchestra enlivened the proceedings. Following the dinner, W. Van V. Warren, of the American Sugar Refining Co., gave an illustrated talk on the "Manufacture of Cane Sugar," which was of much interest and educational value to those present. After the lecture, Tufts College Mandolin and Glee Club gave a fine selection of music.

THE ANDERSON CARAMEL CO., Wheeling, W. Va., will move from their present location, 20 Sixteenth Street, to a large four-story building at Thirty-seventh and Jacob Streets, where they will have 10,000 square feet of floor space. A line of modern labor-saving machinery will be installed and

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the output of the company greatly increased. Thos. Anderson, Wm. Dippel, Peter Vames, Albert Clark and Earl McKnight are the proprietors.

THE SUPERIOR CANDY CO., State Street, Springfield, Mass., whose store was badly wrecked on August 31st, by a runaway train of trolley cars, has reopened for business.

THE APPLE GUM COMPANY has been incorporated in Delaware with a capital of $1,000,000. The directors and officers include George W. Loft of Loft Candy Stores; Vernon C. Brown, vice president of the Sperry Hutchinson Company; Isaac H. Blanchard, chairman of the board, Blanchard Press; Cornelius C. Billings, Commissioner of Patents under Presidents Roosevelt and Taft, and Major Joseph G. Kitchell, former president of the Ethridge Company, and formerly of the General Staff, who is president of the corporation.

MISS ELIZABETH SWARTZ and Miss Louise Prochel have started in the candy manufacturing business on Main Street, Danville, N. Y

THOS. BAAKLIME has opened a new candy store at Park and Huse Streets, Lawrence, Mass.

OTTO J. KOCH, who formerly resigned his office of Secretary of the Robert A. Johnston Co., Milwaukee, Wis., last June, retired from the company on December 31st.

R. E. RODDA CANDY CO., Lancaster, Pa., will be represented by A. J. Latamore in New England and New York State; Wm. T. Brierly in Baltimore, Washington and nearby trade; Chas. A. Starke in the Southern States, and Wm. R. Moffatt in Pennsylvania, New Jersey, Delaware and Western Maryland.

AMERICAN CARAMEL CO., Lancaster, Pa., will be represented by Chas. H. Crabb in New England and New York State; W. W. McClelland in Eastern Pennsylvania, New Jersey and Delaware; Wm. T. Brierly in Baltimore, Washington and vicinity; Irvin R. Hoskins, in Pennsylvania Main Line, Western Pennsylvania and West Virginia.

C. E. FISHER, of Columbia, Pa., popularly known as "Jack" Fisher, has become assistant to Arno E. Sander, General Manager of The American Caramel Co. and the R. E. Rodda Candy Co., with headquarters in Lancaster, Pa.

THE MIDLAND CLUB will hold its annual meeting at the Morrison Hotel, Chicago, on January 25th and 26th.

The program for the first day will include registration and organization, the President's address, reports of the Secretary and Treasurer, appointment of committees, and any other business that may be properly presented, followed by addresses. V. L. Price will probably dwell upon National Advertising and the suggested national slogan, "Everybody Likes Candy."

In the evening a dinner will be provided by the club at 6.30, in the Rose Room, where all the meetings will be held for the members, their ladies and their friends. The meal will be finished by 8 o'clock, in time for everybody to spend the evening according to their own wishes and plans.

Thursday will be devoted to the business of the club, followed by the report of the Nominating Committee and the election of new officers. Several very important subjects will be presented to the members for discussion and it is hoped that many will attend, prepared to argue for or against the ideas brought out by the resolutions, which may result in good, practical constructive work.

Several gentlemen have been invited to address the club upon topics of immediate and vital importance.

THE New York City Candy Club held its annual beefsteak dinner December 17th at Stewart's Rathskeller. The attendance numbered about 300. A splendid menu was served and good fellowship prevailed. Considerable credit belongs to Fred I. Gisburne for the arrangements of affairs and the evening's entertainment. A. E. Sander was on the job and, as usual, kept himself busy looking after the comfort of the guests. His collar was evidence of this fact at the close of the evening's pleasure. The popular and congenial A. C. Navatier, of Newark, New Jersey, was present and he, too, never seemed to tire in seeing that everybody received an abundance of the good things served. Taking the evening's entertainment as a whole, it was a very enjoyable occasion, which proved gratifying to all.

How Riley, who was recently married, was able to get the night off, seemed to puzzle every one. Herman Eltelberg was unable to attend, being busy arranging his trousseau for the 25th. Good luck, Herman. Dan Gillett, who was confined at home with a severe cold, was missed by his many friends.

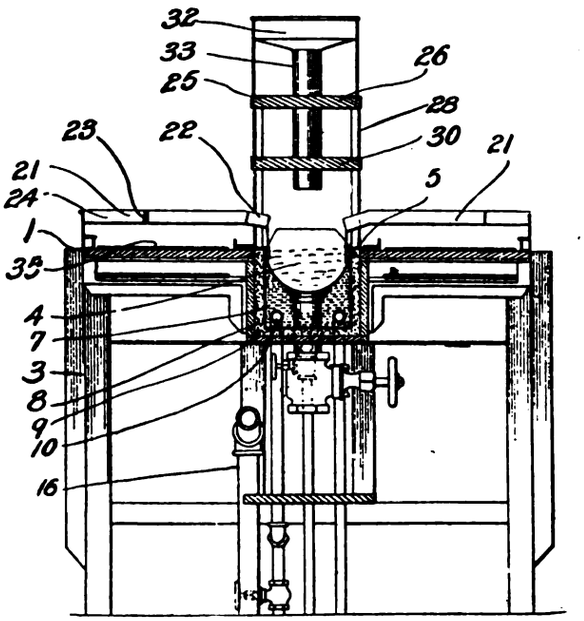
H. O. Wilbur Celebrates His 87th

A RECEPTION and dance was given on the night of December 29th in the Bellevue-Stratford, Philadelphia, in celebration of the eighty-seventh birthday of the president and founder of H. O. Wilbur & Sons, Inc. A large number of friends attended and the host was literally deluged with good wishes for a further term of health and comfort. Three generations are now represented in the business: H. O. Wilbur; his son, Dr. B. K. Wilbur, and L. H. Wilbur, son of the late W. N. Wilbur, a brother of B. K.

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New Inventions

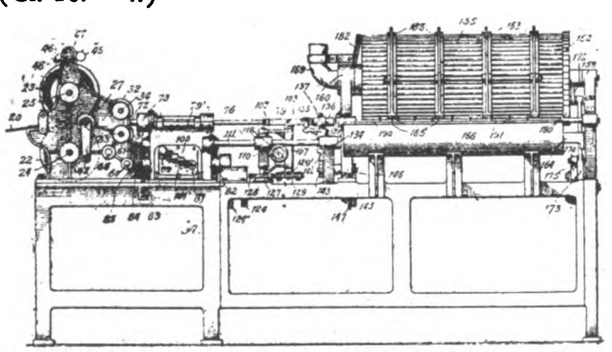
1,397,757. Confection Apparatus. Thomas Alva Ebaugh, Kansas City, Mo. Filed Nov. 25, 1919. Serial No. 340,584. 19 Claims. (Cl. 91—2.)



1. In a confection machine, a frame, a chocolate trough-shaped container longitudinally supported by the frame and extending from end to end of the frame, dip trays carried by the frame and along the edge of the container, and a conveyer running past the dip trays.

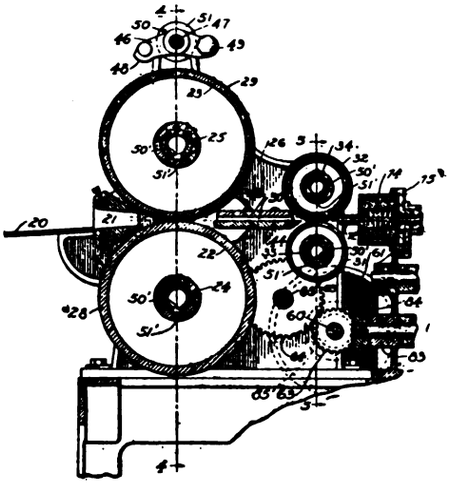
7. In a confection machine, a frame, a trough-shaped chocolate container, carried by the frame, a delivery hopper at one end of the container, a water jacket about the container, dipping pans along the edge of the container and extending over the same, candy center-carrying supports adjacent to the dipping pans, and conveyor movable longitudinally of the frame and past the dipping pans.

1,400,127. MACHINE FOR MAKING SPIRAL STICK-CANDY. Fred E. Zaiss, Chicago, Ill. Filed Sept. 11, 1918, Serial No. 253,563 Renewed June 13, 1921. Serial No. 477,345. 27 Claims. (Cl. 107—4.)



1, In a machine of the character described, the combination of mechanism for shaping and continuously feeding a strip of material, means for twisting the strip, means for severing the twisted strip into lengths and means for severing the lengths into sticks of commercial size.

1,400,128. MACHINE FOR MAKING CANDY. Fred E. Zaiss, Chicago, Ill. Filed Dec. 8, 1919. Serial No. 343,253. 14 Claims. (Cl. 107—10.)



1. In a machine of the character described, the combination of a pair of rolls for shaping and feeding a strip of candy and provided with means to shape different strips, mechanism for driving said rolls, means for heating said rolls, mechanism for acting upon the shaped strip after it leaves the rolls and means for conjointly adjusting the rolls to bring different portions thereof into position for co-operation with mechanism for acting upon the shaped strip.

Joseph Kalil has purchased the candy store at Hoosac and Columbia Streets, Adams, Mass., from Rollis Livanos.

W. C. Straight recently bought the confectionery business of J. C. Leonard at Sherman, N. Y.

The Rose Candy Co., is a recent candidate for business at Ashland, Wisconsin.

The King Company succeeds to the candy business of Harry Hedrich at Presque Isle, Maine.

Candyland is a new confectionery store opened at 89 Hanover Street, Manchester, New Hampshire, recently.

Hancom & Reynolds have started a new candy factory in the Chandler Building, Machias, Maine.

U. S. Townsend, confectionery, Newton, Ia., sold out to John Davis and Paul Paulos.

Ted Stone opened a confectionery store at Burr Oak, Mich.

F. C. Haver bought the Benson Candy Kitchen, Benson, Nebr.

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Help Wanted—Male

WANTED—CANDY MAKER, GOOD on peanut and creak stock for small new plant, good chance for reliable man. Box 492, Huntington, W. Va. 564, 94

WANTED — CANDY MAKER AND manager wanted by small Philadelphia factory. Man who is familiar with handling help and who has some executive ability, to such a man we will give an interest in the business and a substantial salary. Give particulars in first letter. Address C 106, care Confectioners Journal. 564

WANTED—FOREMAN TO TAKE charge of large hard goods department making high-grade specialties. Give full particulars in reply. Address S 104, care Confectioners Journal. 564

WANTED — SUPERINTENDENT for factory employing about 300 girls. Must have had experience in producing highest grade chocolate goods, and in efficiently handling help proposition. Do not apply unless you can comply with these conditions. Give references and state salary expected. Address Lovell & Covel Co., 128 Fulton St., Boston, Mass. 564, 79

WORKING SUPERINTENDENT FOR small wholesale hard candy factory in Philadelphia, employing from six to eight employees. Desire to go into other lines, so need all-around man. A bright, energetic man who will hustle can secure an interest in business. State qualifications, experience, handling help, salary required, references in first letter. Address R 104, care Confectioners Journal. 564

WANTED—TO GET IN TOUCH with a practical fudge man. One who can turn out good commercial fudge at a reasonable price. Address N 104, care Confectioners Journal. 564

HARD CANDY MAKER WANTED. Steady work to the right man. State wages and ability. The Kellogg Sugar Products Co., Lima, Ohio. 564, 99

FOREMAN—SPECIALIST ON cream, gum, jelly and marshmallow penny goods. Steady position, good pay. Address Beinhauer Bros. Candy Co., 617 W. 47th St., New York City. 564, 70

FOREMAN—SPECIALIST ON COcoanut penny goods. Steady position, good pay. Address Beinhauer Bros. Candy Co., 617 West 47th St., New York City. 564, 71

WANTED FOR MEXICO—CANDYmaker. All-around man especially first-class hard goods; man with some experience in fruit canning on small scale get preference. Address Raymundo S. Garcia, Box 288, El Paso, Texas. 564, 66

WANTED—BY SMALL CANDY FACtory in South, a good, all-around candy maker. One who can turn out a good line of penny goods preferred. State ability and salary expected in first letter. Steady position to the right man. Address O 100, care Confectioners Journal. 564

Help Wanted—Male

WANTED—HIGH-GRADE FACtory manager who can turn out first-class line of chocolate work and hard goods. Must be able to turn out high-grade goods for increasing business located near Chicago. Fine opportunity for right man. Address L 106, care Confectioners Journal. 564

WANTED—A FIRST-CLASS CANDY maker with wide experience in all lines of candy, making **home-made** and **hard candies** for first-class retail candy store, old-established and with a reputation for making the best in candies. To such a man who can deliver the goods there is a permanent job with the best salary in the country in the best **candy** city in the United States. Wire application and write us fully as to capabilities. No one but a strictly high-grade man need apply. A. G. Williams Home-made Candy Co., Inc., S. J. Wilson, President and manager, 515 Baronne St., New Orleans, La. 561tf, 29

WANTED—RETAIL CANDY maker; steady position for first-class man in clean day-light shop. No Greeks apply. State wages and full particulars in first letter. Ellis Confectionery, Cheyenne, Wyo. 564, 23

WANTED—EXPERIENCED MAN on hard goods. Submit references and specify wages expected in first letter. Address R 100, care Confectioners Journal. 564

WANTED—PRACTICAL CANDY man for connection with New York manufacturer. Attractive proposition for man experienced on penny and bulk jelly, marshmallow and cocoanut specialties. Address N 100, care Confectioners Journal. 564

WORKING FOREMAN—WE NEED a man who can assist in the production of our plant. Must be familiar with line of popular-priced chocolates and confectionery. A future and a steady position to the right man. Address H 100, care Confectioners Journal. 564

WANTED—THOROUGHLY EXPEricenced candy maker by small but growing wholesale concern in Philadelphia. Must be A-1 on hard goods, chocolate cream work, also pan work. Must be active producer and hustler. State age and salary required. A steady position will be offered to right party. Answers treated strictly confidential. Address D 102, care Confectioners Journal. 564

WANTED—FOREMAN TO TAKE charge of caramel, fudge cocoanut work in plant selling jobbing trade. Splendid chance for advancement to a man of proven ability. Confidential. Send full information in first letter. Address C 100, care Confectioners Journal. 564

WANTED—SUPERINTENDENT IN a Pennsylvania factory. Man with special training on hard candies, marshmallows, cocoanut work and caramels, can find an opening to his advantage. Write fully. Address A 100, care Confectioners Journal. 564

Help Wanted—Male

WANTED—A FIRST-CLASS WORKing foreman for cream, gum and marshmallow department. Only those with highest reference and experience considered. Write stating wages desired. Address F 100, care Confectioners Journal. 564

WANTED—SUPERINTENDENT OF proven ability, in a Maryland factory manufacturing full line excepting chocolates. Address D 100, care Confectioners Journal. 564

Help Wanted—Female

WANTED—EXPERIENCED FORElady in hand-dipping department capable of taking charge and teaching inexperienced help. Give experience and salary expected in first letter. Address S 100, care Confectioners Journal. 564

Salesmen Wanted

WANTED—EXPERIENCED SALESman to carry an A-1 line of ice cream cones for States of Pennsylvania and New York. Address B 106, care Confectioners Journal. 564

WANTED—SALESMEN FOR ALL territories. Folding paper boxes and specialties. Remunerative side line. Address Box P 104, care Confectioners Journal. 564

WANTED—EXPERIENCED SALESman on fancy packages for New York State. Give all particulars. Address G 104, care Confectioners Journal. 564

SALESMAN WANTED—ON COMmission basis for staple line of hard candy and penny specialties for Philadelphia and surrounding towns, also for State of Pennsylvania. Address A 104, care of Confectioners Journal. 564

CANDY SALESMAN FOR PENNsylvania to handle exclusively a line of 5-cent bars, Easter eggs and penny goods. Colonial Confectionery Corporation, N. E. Cor. Howard and Norris Sts., Philadelphia. 564, 53

SUPPLY SALESMEN—RELIABLE Import House dealing in shelled nuts, dried fruits, established for several years. Catering to the large manufacturing confectioners. Desires three salesmen, one for New England and New York, one for Eastern Middle States and one for the South. Only men well known personaliy by this trade need apply. When answering state by whom now employed, how long and in what capacity. Also where, and how employed, and earnings for the past ten years. A very unusual opportunity for high class men. Address S 102, care Confectioners Journal. 564

WANTED—FIRST-CLASS SALESman to sell a full line of materials to ice cream and candy manufacturers. Great opportunity for man who is able to produce. Address T 100 care Confectioners Journal. 564

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Salesmen Wanted

SALESMEN WANTED—AN ESTABlished eastern confectioners' machinery house is seeking the acquaintance of salesmen having a knowledge of confectioners' machinery. If you are acquainted with the candy trade and its mechanical requirements, write us. We have a liberal proposition to offer. Correspondence strictly confidential. Address P 100, care Confectioners Journal. 564

WANTED—JOBBING SALESMAN for Western territory. Address H 102, care Confectioners Journal. 564

WANTED IMMEDIATELY—TRAVeling salesmen. A house manufacturing hard candy in jars and in bulk, chocolates in 5-pound boxes and fancy packages, bars and specialties, and selling to retailers exclusively, want several traveling salesmen to cover territory where trade is established in the States of Massachusetts, Connecticut, New York, Pennsylvania, Maryland, West Virginia, Ohio, Indiana and Michigan. This territory will be divided so as to be covered by four men. Must carry our line exclusively; salary or commission. Give us complete information in first letter regarding age, experience in selling candy, territory heretofore covered, territory you prefer, where employed last, etc. Addrss G 102, care Confectioners Journal. 564

SALESMEN WANTED—"FLYING Dixie" retails at 5c. Address A 102, care Confectioners Journal. 560tf

SALESMEN WANTED—CALLING on high-class jobbers to sell assorted glace fruits in fancy wooden packages. Good seller wherever introduced. Splendid opportunity for side-line men. Few States still open. Give references. Fialla & Eppler, Inc., 135 West 17th St., New York City. 564, 19

WANTED—RELIABLE, HIGHclass salesmen calling on jobbing trade in the Eastern, Northern, and Middle West States to represent us on our original line of 5- and 10-cent pecan candies. Our patterns are new and different and big repeaters. We are situated in the heart of the world's pecan center and shell our our pecans. In answering, state territory covered, age, experience, and full information about yourself. Strictly 5 per cent. proposition, direct and mail business. Address Bobs Candy Co., Albany, Ga. 564, 16

WANTED—COMMISSION MEN TO sell our popular-priced cherry packages and other specialties. Address Ladwig-Reuter Candy Company, 262 Jefferson St., Milwaukee, Wis. 564, 1

SALESMEN WANTED WHO CAN sell 5-cent specialties to the jobbing trade in the Eastern territory on a commission basis are offered an opportunity to become associated with a new enterprise making several specialties above the average in quality. Replies should contain sufficient information to quickly determine whether you are the man for this proposition, territory covered, and lines now sold. Address The Good Candy Co., New York City. 564, 49

Salesmen Wanted

WANTED—AN EXPERIENCED candy salesman to sell a general line of pail, penny goods and 5c specialties to the jobbing trade only. Would prefer a man familiar to the territory in question. We will be interested in three salesmen. The territory we want covered is Kentucky, Virginia, West Virginia, Ohio, Indiana, Arkansas and possibly part of Illinois. Address K 100, care Confectioners Journal, giving age, married or single, what experience in selling candy, also territory familiar with and would prefer covering. 564

Situations Wanted—Male

CHOCOLATE AND COCOA MAN—Many years manufacturing fine coatings, bar specialties, cocoa-powders—Dutch process, black, French and plain; moldwork; cocoa bean and machine expert; producer, educated, had full charge leading big plant and started new plant; prefers Canadian or Middle West or Western firm. Address J 106 care Confectioners Journal. 564

POSITION WANTED BY SUPERintendent of unquestionable ability. One capable of handling help and modern machinery to best advantage, thereby maintaining maximum production at a minimum cost. Thoroughly understands the manufacturing of confections in all branches. High-grade package and bulk goods of all kinds. Goods systematizer and cost accountant. Best reference. Address H 106, care Confectioners Journal. 564

CANDY MAKER — FIRST-CLASS, on all cream centers and all satin-finish hard candies and full line of up-to-date counter goods. Steady, reliable and can manage help. Address G 106, care Confectioners Journal. 564

CANDY MAKER—A-1 ALLaround mechanic, wishes first-class retail job. Address C. S., 209 8th St., Parkersburg, W. Va. 564, 87

SUPERINTENDENT — THOROUGH executive, complete practical knowledge manufacturing candies, chocolates and chocolate from the bean; figuring cost, etc., desires position. If in need of man with ability, resourcefulness and experience in all details in the candy and chocolate business, please make offer. Address A 106, care Confectioners Journal. 564

CHOCOLATE MAKER SUPERINtendent with many years' practical experience in Europe and America in producing high-grade cocoas, liquors, milk chocolate and coatings from raw bean up; knows his business from A to Z; open for position. Address L 104, care Confectioners Journal. 564

SITUATION WANTED—Pan man expert on hard and soft finish. Will be open for position after Jan. 1st. Address J 104, care Confectioners Journal. 564

Situations Wanted—Male

POSITION WANTED IN CHICAGO—I have 26 years' experience making the highest-grade of chocolate centers; bonbons, marshmallows, gum work, caramels, nougats, fudges, jellies, also pan work for retail store, etc. I have worked for some of the largest and highest-grade houses in the country; have had charge of help for the past ten years. Best of reference. Address D. A, Zanone, 701 West 65th St., Chicago, Ill. 564, 67

MANAGER RETAIL CANDY ESTablishment wants position—I am an experienced buyer of supplies for store and factory, and an excellent handler of help in both departments. I can introduce several good selling specialties, but am not a candy maker. I can improve your business. Address F 104, care Confectioners Journal. 564

WANTED—POSITION AS SUPERintendent in a small factory or in retail store, by all-around candy maker with 28 years' experience. Willing to go in small city. Address P 102, care Confectioners Journal. 564

WANTED—POSITION AS WORKing foreman, on cream, gum and jelly work. Years of experience. Address O 102, care Confectioners Journal. 564

SITUATIONS WANTED—CANDYmaker, all-round retail man, twenty years' experience, wants position; Central or Northern States preferred. A-1 hard candy, buttercups, sticks, etc., fine, soft-center chocolates, fudges and all counter goods. If you want an expert, here is your opportunity, at reasonable salary. Address Al. Fisher, General Delivery, Tulsa, Oklahoma. 564, 42

POSITION WANTED BY ALLaround candy maker. Retail store. Thirty years' experience. Address B 104, care Confectioners Journal. 564

CHOCOLATE SUPERINTENDENT—open for position. Years of experience in producing finest chocolate and cocoa in all its branches from the cocoa bean up, coatings, liquors, bar goods, rich red cocoa powders of all descriptions, can teach help, and understands all chocolate machines, dress own mills. Best of reference. Address L 100, care Confectioners Journal. 564

SITUATION WANTED—FIRSTclass enrober operator and chocolate man is open for position as operator or department foreman. Expert on Kihlgren Stinger work. Can get big results. Produce best quality, consistent with quantity. Sixteen years' experience. Best of reference furnished. Address J 100, care Confectioners Journal. 564

FACTORY MANAGER OR GENERal Superintendent, with twenty-one years' experience in all lines of high-grade candy manufacture and plant management, capable of handling any amount of help and can guarantee results at a minimum cost. Can furnish best of reference. Address E 100, care Confectioners Journal. 564

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Situations Wanted—Male

PAN-MAN—FIRST-CLASS, ALL-round, to take charge of department. Want to locate with a plant where the work is steady. Address X 100, care Confectioners Journal. 564

Situations Wanted—Female

POSITION WANTED IN NEW YORK City, by a very competent chocolate woman, who understands the candy business thoroughly; the handling of help and production to its fullest meaning. Only those who have a real proposition please answer. Address E 104, care Confectioners Journal. 564

ADVERTISING ASSISTANT — ADvertising and university graduate, commercial teacher five years, advertising department experience. Reasonable salary. Address 117 3rd Ave., Warren, Pa. 564, 36

Machinery for Sale

FOR SALE—FIVE GAS FURNACES, one alternating blower, $200 complete; one Werner ball machine without blower, $350; one No. 1 Abbe sugar mill, brand new, $100; one Beach-Russ vacuum pump, double action, cost $600, will sell for $250. Address O 104, care Confectioners Journal. 564

IF YOU WISH TO BUY OR SELL second-hand confectioners or bakers' machinery, write John P. Annen, 366 West Oak St., Chicago. 564, 65

FOR SALE—CHOCOLATE-COATING machine, practically never used—now in New York City. Address H 104, care Confectioners Journal. 564

FOR SALE—MILLS POWER DROP frame and rolls, Burkhard Jap mixer, sizers, Mills tilting copper mixer, Buttercup cutting machines, one hard candy ball machine, 100-H. P. steam engine, 15-ton ice machine, starch trays. Address D. Auerbach & Sons, 11th Ave., 46th-47th Sts., New York City. 564, 60

FOR SALE—BECHT CHOCOLATE dipping machine; A-1 condition. Can be seen in running order at our factory. P. W. Beals Candy Co., 119 Jefferson Ave., West Detroit, Mich. 564, 45

FOR SALE—WOODBURN SUGAR MILL—TYPE T-2. CAPACITY 900 pounds per hour; powders sugar to extreme fineness. In first-class condition. Address H. A. Johnson Co., Dept. J., 221-227 State St., Boston, Mass. 564, 55

FOR SALE—ONE IMPROVED RAcine automatic sucker machine, new type, complete with one set of sucker rolls, one continuous cutting head, one drop roll with assorted animal designs. One Simplex vacuum gas cooker and one water-cooled, 3 x 8 steel slab. All of the above equipment used only six months and guaranteed to be in first-class condition. Address F 102, care Confectioners Journal. 564

Machinery for Sale

WE HAVE A NUMBER OF THE most modern machines for sale that manufacture ice cream crackers or sugar wafers. Grand opportunity for a party in that line of business or contemplating to enter that line. Address Sweet Food Mfg. Co., 29 South 11th St., Brooklyn, N. Y. 564, 40

Machinery Wanted

WANTED—TO BUY FOR CASH, one 4 or 5 foot ball cream beater. Address Jobbers' Candy Co., Bristol, Va. 564, 75

WANTED—MILLS POWER DROP frame, rolls, steel cooling slabs and York batch roller. Give motor current, condition and price. Address L 102, care Confectioners Journal. 564

WANTED—CANDY MANUFACTURer is interested in buying complete line candy machinery. Submit list of everything you wish to sell. Must be modern type, first-class condition. Give full description and price. Address M 102, care Confectioners Journal. 564

WANTED—SMALL SPRINGFIELD depositor known as No. 3. Quote best price. Address R 102, care Confectioners Journal. 564

WANTED—SIMPLEX VACUUM cooker and Brach cutter. State lowest cash price, age and condition of machine, also motor current. Address K 102, care Confectioners Journal. 564

WANTED—SIMPLEX VACUUM gas cooker. State capacity and when purchased. Address E 102, care Confectioners Journal. 564

WANTED—TO PURCHASE 5 FOOT ball cream beater. State best price. Address W 100, care Confectioners Journal. 564

For Sale

FOR SALE—A SPECIALTY MANUfacturing candy business. Nationally advertised 25 years, shipping to every State and some export. Few better known businesses. Right party, young, active, experienced, can get terms; lease plant; nominal rental with option to buy. Price complete business, real estate and plant, $100,000 cash or terms. Offered to give owner chance to retire. Address A 100, care Confectioners Journal. 564

FOR SALE—WELL-EQUIPPED plant manufacturing chocolate coating from the bean up. Investment fifty thousand dollars. Plant located in California and operating. Liberal concession to interested party. Reasons for selling given in correspondence. Address D 104, care Confectioners Journal. 564

For Sale

FOR SALE—EXCEPTIONAL OPportunity for hustler. Live-wire candy shop in Western Illinois, big money-maker. $10,000 cash required. Full particulars. Apply to M. Michaelis & Sons, 466 Broadway, New York City. 564, 18

FOR SALE—CONFECTIONERY business; retail, wholesale and manufacturing, established 35 years; North Central part of New York State, in one of the best known summer resorts of the country; winter population, 14,000; summer population up to 100,000. Best location in city. Price about $11,000 cash. Address G 100, care Confectioners Journal. 564

Specialties Wanted

MANUFACTURERS ATTENTION— Live company now selling glassware, silverware and utensils to confectioners in Greater New York, desire exclusive representation of a specialty or staple. Must be a repeater. Have established trade and adding new customers daily. For immediate action write your proposition now to Box 34, 118 South 3rd St., Brooklyn, New York. 564, 97

A GOOD SALESMAN WANTS A-1 line of penny and 5c suckers for South and Southwest. Guarantee $50,000 a year for right house. Address F 106, care Confectioners Journal. 564

MANUFACTURERS — EASTER goods and novelties wanted by thoroughly experienced brokers. Well acquainted and operating exclusively in small territory. Washington, D. C. and vicinity, including Baltimore, Md. Address Thompson & Co., 814 C St., S. E., Washington, D. C. 564, 89

ACTIVE SALESMAN—WELLknown to wholesale jobbing trade. Want strong line penny chocolates, penny repeaters, nickel sellers and pail goods for Philadelphia, Baltimore and Washington. Strictly 5 per cent commission basis. Address E 106, care Confectioners Journal. 564-5-6

WANTED—LINE OF PAIL MIXtures, chocolates, penny and 5c package goods, for the jobbing trade in Virginia, North Carolina, South Carolina. Eighteen years' experience with one line of confections. Address Geo. W. Harrington, 1206 East Franklin St., Richmond, Va. 564, 83

SALESMAN, PRODUCER. VERY well known with New York and nearby jobbers, desires a good reliable candy line. Address M 104, care Confectioners Journal. 564

CONFECTIONERY SALESMAN—A business producer with large following among jobbers and large volume buyers in and about New York and bordering States, wants agency for line of fancy package chocolates, candies, bar goods and specialties. Commission basis. Address M. A. S., 45 Powell St., Brooklyn, N. Y. 564, 37

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Specialties Wanted

PHILADELPHIA SALESMAN SELLing jobbing trade for many years wishes line penny and bar goods on commission. Guarantee to sell the goods. Address N 102, care Confectioners Journal. 564

HATTIESBURG SPECIALTY CO., Hattiesburg, Miss. Jobbers of specialties, mostly candies, chewing gum, cigars, school supplies, brooms, coffees, toilet articles, etc., have just opened for business. We want especially good lines of goods. Those interested, write us sending catalogues and jobbers' prices, discounts, etc. We also handle drop shipments. We will sell no goods that are not strictly first class. Address J 102, care Confectioners Journal. 564

IF A MANUFACTURER OF SPECialties is thinking of making a change in representation or expansion of outlet, wish they would consider us, for we cover the New England States and can give good service. Address U 100, care Confectioners Journal. 564

OLD LINE SALESMAN CALLING on the jobbing trade regularly, Delaware, Maryland, Virginia, West Virginia and Washington, D. C., wants good line penny chocolates, pail goods, nickel sellers, and popular-priced package goods, strictly 5 per cent. commission basis. Address C 102, care Confectioners Journal. 577, 8 M

ACE HIGH SALESMAN WITH CULtivated established jobbing trade West Virginia, Maryland, Delaware, Virginia and Washington, D. C., wants good line penny chocolates, penny repeaters and nickel sellers, commission basis. Address B 102, care Confectioners Journal. 554, 10 M

Specialties Wanted

A BROKERAGE CONCERN WITH A live salesforce and an acquaintance among the jobbers in New England, would consider general lines of candy. Address V 100, care Confectioners Journal. 564

SALESMAN—SELLING TO JOBbers, open for additional line for Philadelphia and surrounding territory. Address M 100, care Confectioners Journal. 564

SALESMAN—OLD-TIMER, WITH 20 years' experience among the New York confectionery trade, wants specialties in penny and 5c goods on commission basis for New York, Long Island and part of New Jersey. Address C 104, care Confectioners Journal. 564-5-6

Agents Wanted

LIVE BROKERS WANTED—WE have an excellent opportunity for the right kind of representatives in the following States: North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Washington, Oregon, Utah, Wyoming, Louisiana, Arkansas, Texas, Oklahoma, New Mexico, Arizona, California, Nevada, Colorado, Montana, Idaho. Must have financial rating; be able to furnish references and show results. Write in detail exact territory covered, lines handled, etc. Address The J. H. Phelps Co., Cleveland, Ohio. 564, 28

Want to Purchase

WANTED TO BUY A HIGH-CLASS confectionery. Must be in good town and good location. Give all particulars. Address Box 123, Columbia City, Ind. 564, 59

Agency Wanted

FORMER JOBBER—WELL ACquainted with the jobbers in Chicago and vicinity, desires to act as representative for a reliable out-of-town manufacturer. Address K 104, care Confectioners Journal. 564

Business Chances

FOR SALE—ONE-HALF INTEREST in going candy manufacturing business, with established trade and brand, selling the jobbing trade throughout the East. Small amount of cash, balance can be paid in instalments. Good opportunity for candy maker, salesman or office man with small capital. Factory located in Philadelphia. Address D 106, care Confectioners Journal. 564

Accounts Wanted

CANDY MANUFACTURERS—WE want accounts for Washington, D. C. and vicinity, including Baltimore, Md. Small territory covered regularly by experienced and competent salesmen, well acquainted with jobbers and buyers for chain stores. Penny, bar, bulk and package goods and specialties. Address Thompson & Co., 814 C St., S. E., Washington, D. C. 564, 90

Machinery for Sale

FOR SALE—ONE NEW IMPROVED confectioners' furnace complete; never been uncrated. A real bargain. Address K 106, care Confectioners Journal. 564

Stanley Luckles, confectionery and tobacco, Carlinville, Ill., sold out to Frank Welte.

W. A. Honaker, soft drinks, confectionery and cigars, Woodbine, Ia., sold out to W. E. Copeland.

Sampson Bros. opened a confectionery store at Hibbing, Minn.

H. J. Wagner & Son bought a confectionery business at Hunter, N. Dak.

James Greenwood leased the Wisconsin House, Two Rivers, Wis. He will conduct a confectionery business in connection.

Marion Olson sold his Ideal Ice Cream factory, Waupaca, Wis., to Vernon and Harry Hanson.

Alfred Malueg succeeds W. L. Helms in the Princess Candy Store and Ice Cream Parlor, Clintonville, Wis.

Jarvis Daskal and Facklis opened the New Sweet Shoppe and Restaurant at Elkhorn, Wis.

John Alpert, confectionery, Sheboygan, Wis., sold out to Henry Gmach.

Arthur Clow has taken over the Brandon Candy Co., at Albert Lea, Minn.

L. E. Mattocks, confectionery, Deer Creek, Minn., sold out to Andrew Johnson.

Dave Turgeon, confectionery, Grafton, N. Dak., sold out to Walter Dahl.

Alberta Candy Co., Chicago, Ill., decreased capital from $100,000 to $50,000.

White Eagle Candy Co., 4128 Chene Street, Detroit, Mich., is now open for business.

Chas. Lahde, confectionery, Negaunee, Mich., sold out to John Kumpi.

R. K. Johnson bought a cigar and confectionery business at Pipestone, Minn.

George A. Ball, bakery and confectionery, Walnut Grove, Minn., sold out to Brantman & Hagel.

Mrs. Moore sold her ice cream and confectionery business, at St. Paul, Nebr., to P. R. Beauchamp, Jr.

Chas. A. L'Esperano has opened a new confectionery store at 65 Pleasant Street, Malden, Mass.

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BANKRUPTCY SALE

Jersey City Plant of Continental Candy Corporation, Bankrupt
Westside and Claremont Aves., Jersey City, N. J.
Telephone Bergen 1118.

Including land and buildings, steam and electric power plants, refrigerating and air-conditioning system, candy making machinery and equipment, office furniture and equipment, and accounts receivable will be offered at public sale at 12 o'clock noon on January 18, 1922, in the office of the Hon. J. J. Townsend, Referee in Bankruptcy, at 299 Broadway, New York City.

The real estate includes a new eight-story and basement fireproof building of daylight construction, having net floor space of about 180,000 square feet, and suitable for any but very heavy manufacturing, together with certain older adjoining buildings having a net floor space of about 46,000 square feet.

The machinery and equipment inventories include certain new machinery purchased for use in the new building, but never used, together with machinery and equipment in use before manufacturing operations were suspended. The used machinery is in serviceable condition, much of it being practically as good as new.

The terms of the order of sale provide arrangements under which satisfactory bids for machinery and equipment, *if received at the Jersey City factory sufficiently in advance of the date of the public sale,* may be promptly confirmed and accepted. The articles on which bids are invited in advance of the public sale include all readily removable equipment that is required in a large candy manufacturing plant. In this list are Steel and Wood Moguls, Starch Buck, Enrobers, Basket Dipping Machines, Mixing Machines, various types and sizes of Movable Scales; various types and sizes of Copper Kettles; Reducers, Refiners, Conge, Melangeurs, Mills, etc., used in the Chocolate Department; Cocoa Press, Revolving Pans with and without coils, Fig Paste Cutting Machines, Marshmallow Beaters, Lozenge Press, Lozenge Cutters, Wrapping Machines, Paper Cutting Machines, Machine Shop Equipment, Automatic Nailing Machines, Tables, Shovels, Platform Trucks, Starch Trays and Starch, etc., used throughout the factory; Desks, Chairs, Typewriters, Filing Cabinets and other Office Equipment; Tables, Chairs, Dishes, Ranges and other Restaurant Equipment.

All machinery and fixtures are being offered "as is" at the Jersey City Factory, without guarantee of any sort.

Bids must be accompanied by certified check for 10% of the amount; the terms for the balance being cash on delivery.

This property may be inspected at any time, preferably by appointment. The method of sale offers an opportunity for manufacturers to purchase almost any machine required in a candy factory with full opportunity for inspection and examination.

The Jersey City Factory is readily accessible to New York via the Central Railroad of New Jersey, Newark Branch, to the Westside Avenue Station which adjoins the property, or via the Hudson Tubes to the Grove Street Station, and a Westside Avenue bus to the corner of Westside and Claremont Avenues.

James B. A. Fosburgh, Trustee,
Continental Candy Corporation, Bankrupt.

First Comers Have the Widest Assortment to Choose From.

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FLORAL AND HOLLY PAPERS

at

Less Than Pre-War Prices

Floral sample books ready January 15th.

We also furnish special editions in moderate quantities from unusual exclusive designs.

BREUKER & KESSLER CO.

LITHOGRAPHY 709 ARCH ST., PHILA., PA.

DON'T economize on store expenses along the line that makes for a reputation for stinginess.

WHEN you want to discover the source of a leak in the store funds, don't nose around in the dark. Go to the one who ought to know most about it.

IT may be a satisfaction to make your competitor mad, but it is sure to result in hotter competition in that quarter.

KEEPING people happy while in your store helps to make them feel like spending their money.

J. McCabe opened a soft drink, cigar and confectionery business at Reedsburg, Wis.

Harold Doyle has taken over the Chocolate Shop, Rhinelander, Wis.

Totman & Ham, Inc., will open a new confectionery and cigar store at Broad and State Streets, Boston, Mass.

C. B. Carlson has started in the candy business at Higganum, Conn.

WHEN you begin to cut on your store expenses, cut the advertising expense last—preferably not at all.

5c



"Every Taste a Pleasant Thought"

YOU REMEMBER ME

A Peanut and Cocoanut Blend made in the good old Virginia way from our Special Formula

24 Pkgs. to Carton *40 Cartons to a Case*

Write for Samples and Prices

WESTMORELAND CANDY CO., Inc.

Manufacturers

RICHMOND, VA., U. S. A.

Look! Starch Boards



Why not buy your Starch Boards from Us, who manufacture them by the thousands? All sizes, any style. Write us for prices and testimonials of our many satisfied customers.

ACME BOX COMPANY

22d and Loomis Sts. Chicago, I

Double-Triple Ball Vendor

NEW, NOVEL PREMIUM FEATURES

Legitimate Everywhere



Sells more gum in a day than the ordinary ball gum machine sells in a month.

Write for our Circular containing full particulars.

BALL GUM

All Flavors and Colors

Special Prices to Jobbers and Operators

WALTER GUM COMPANY

21-23 Dodworth St., BROOKLYN, N.Y., Branch: 5148 Haverford Ave., PHILADELPHIA, PA.

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Concerning the Foreman

THE business of foremanship has been recognized at last as a vocation of dignity and responsibility; one worthy of scientific treatment. The subject has been considered by Dr. J. H. Willits, head of the Department of Industry at the Wharton School, University of Pennsylvania. In a recent interview, Dr. Willits said:

"They say a foreman is the smallest common denominator of the quantity 'boss'; a workman who has in his charge other workmen for whose usefulness he is responsible to his superintendent or manager.

"If a foreman has no definite and recognized status in industry, he should have one.

"A broad knowledge of the principles which regulate his own and other industries, and industry and wealth in general, will make the foreman more valuable to his employers, widen his influence with his men and considerably elevate his own place in society.

"The project of educating foremen in the subtler problems of finance, credits, industrial management and industrial costs has entered into its second year under the aegis of the Board of Education and the Philadelphia Association for the Discussion of Employment Problems.

"No exact or even satisfactory estimate of the number of foremen employed in industries of Philadelphia has been made, but the number has been approximated at 20,000. Of these about 700 were enrolled last year for the weekly classes conducted in the Central High School.

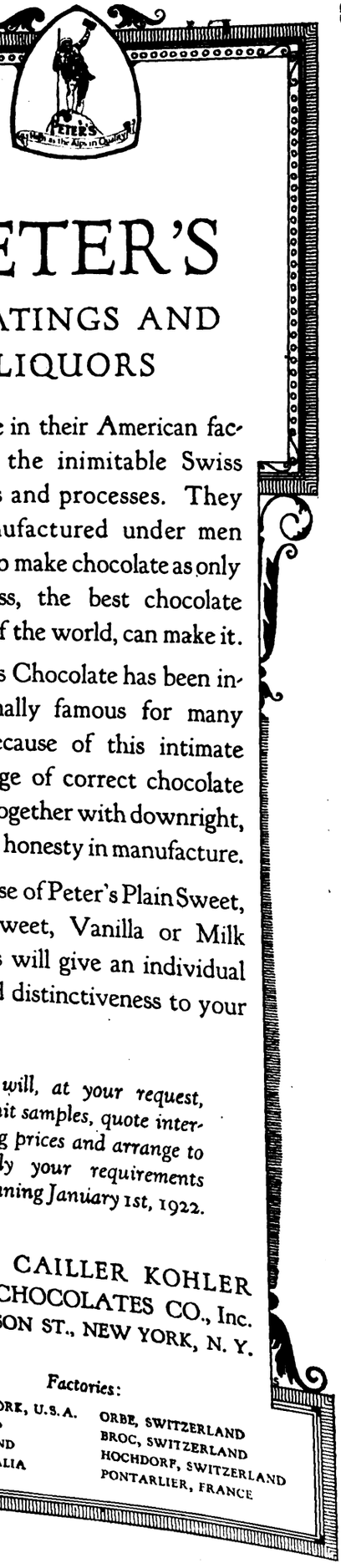
"This education of foremen is proceeding under the direction of William C. Ashe, superintendent of vocational education in the public schools, and myself.

"There are, besides the general course in foremanship, special courses for works managers and production superintendents and textile foremen, courses in time study, special production problems and traffic and shipping.

"On a community basis such as this, the undertaking is unique. In this and other cities, however, some great industrial plants have organized their foremen into classes for brief instruction by industrial engineers, and certain correspondence schools have included a course in foremanship.

"But such training concerns itself with meeting the problems and circumstances of a particular trade or a particular set of correlated trades. While this instruction is valuable and forms a fundamental part of our own courses, it does not serve to bring the foreman into constant association with foremen from other industries.

"Association through discussion from varied viewpoints makes for a wider and easier understanding of questions involved, and, what is im-



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portant, brings out the problems that are peculiar to foremanship rather than to a particular business.

"Last year, for example, our lectures and discussions brought out the various types of industrial organization, the relation of the foreman to those organizations, the ways of planning and scheduling the routine of work."

ICE CREAM AND SPRENGERLE MOULDS

Manufactured by

FR. KRAUSS' SON

333 W. 18th Street New York City

SILVER DRAGEES

PRICE LIST

Case Lot prices (100 Boxes to Case).

Boules 000.	@	$2.60	per box
" 00.	"	2.50	" "
" 0.	"	2.40	" "
" 1.	"	2.00	" "
" 2b-up to 7.	"	1.40	" "
Grains de Ble	"	2.00	" "
" de Riz	"	2.00	" "
" D'Avoines	"	1.40	" "
" D'Lentils	"	1.40	" "
Amandies Natural	"	2.00	" "
All other sizes	"	1.40	" "

Shipments of 5 Cases we allow 20c off each box from above prices.

FRENCH DRAGEE & SPECIALTY CO.

201 West 13th Street, New York City.

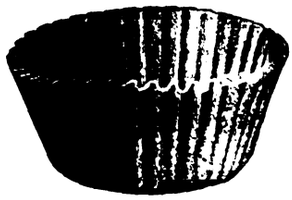
Tel., Watkins, 339.

CORN PRODUCTS REFINING CO. CONFECTIONERS CRYSTAL CORN SYRUP (UNMIXED) U.S.A.

Unexcelled for Cooking Qualities

Corn Products Refining Co.

17 Battery Place NEW YORK

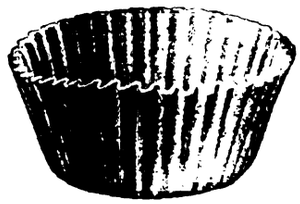


Of Importance to Confectioners

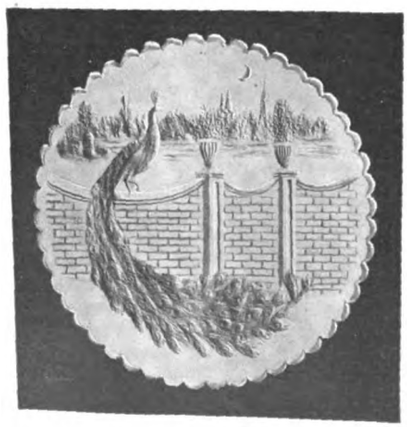
The right kind of lace paper is a great aid in securing worth-while business. Be *sure* to specify

Milwaukee Lace Papers of Character

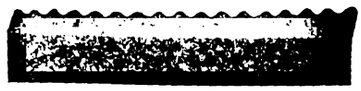
the *original* Milwaukee Lace Paper Co's product.

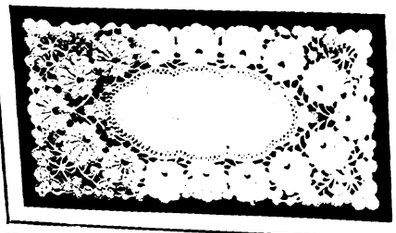


Paper Sundae Dishes
Bon Bon Cups—plain and printed
Box Top Laces—plain and embossed
Strip Laces—and embossed
Name Laces
Silver Plated Sundae Dish Holders
Fiber Padding



Dividers
Embossed Blotter Mats
Padolene
Layer Cards
Aluminum Bar Wraps—printed
Glassine Bar Wraps—printed
Paper Doilies





Beware of imitation of patterns and trade names.

We will gladly furnish catalog lists of our various sizes.

MILWAUKEE LACE PAPER CO.

Cor. Lee & Bolton Sts., Milwaukee, Wis.

Est. 1899

New York
New Orleans
Boston
Montreal
Vancouver
San Francisco
Winnipeg
Chicago
Toronto

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NATIONAL U.S.A. COLORS

TRUE TO NATURE COLORS In CANDY and CONFECTIONERY

You use coloring for just one purpose—to impart the appetizing natural shades that *belong* to the flavoring used, and so increase the attractiveness and saleability of your candies. The color identifies and emphasizes the flavor.

And to do this successfully you *must* use colors that are true to nature—shades that are absolutely right.

"National" Color Blends, or secondary shades, are, first of all, *exact* as to shade.

Sitro is a true lemon-yellow. Rosea is a true rose-pink, as distinguished from Borderine, which is an American beauty red; and so on through the entire list of "National" Blends which are used in candy and confectionery.

Each produces the natural fruit or flower shade desired. And they never vary.

"National" Blends *(certified)*
most popular in the Candy and Confectionery Trade

Ceylene	Raspberry Red
Rubaline	Currant Red
Sulta	Strawberry Red
Sitro	Lemon
Burno	Red Orange
Toki	Yellow Orange
Rosea	Rose Pink
Carnata	Carnation Pink
Benga	Fruit Red
Solona	Dark Yellow
Borderine	American Beauty
Myrtine	Pistachio Green
Celetine	Blue
Plumna	Plum



Sealed at the factory

Certified to Bureau of Chemistry; Dept. of Agriculture.

"National" products have won high repute for their brilliancy, strength, and uniformity,—qualities that accurately measure the economic value of food colors.

And in purity, every "National" Blend is fully certified under Government regulations just like the primary colors themselves.

All "National" Certified Food Colors are sold in standard blue, red and white tins.

We hope you will take advantage of the technical service afforded by our laboratories. Our food color experts are always at your service; always ready to help you work out any difficult color problems that may confront you.

Leading supply houses and jobbers sell "National" Certified Food Colors,—insist on getting them.

Certified Food Color Division
National Aniline & Chemical Company, Inc.
21 Burling Slip, N. Y.

NATIONAL COLORS

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Orders from Dealers!

here's how they come in on—

Beich's Say Bikes

Lady Betty PUDDIN'

REG. U. S. PAT. OFF.

In All Cases These Are Sales of One Dealer Only

313 cartons
10 months
Joliet, Ill.

114 cartons
3 months
Alton, Ill.

230 cartons
Springfield, Ill.

345 cartons
7 months
Cairo, Ill.

83 cartons
7 months
Keokuk, Ia.

42 cartons
2 months
Pine Bluff, Ark.

254 cartons
2 months
Davenport, Ia.

90 cartons
2 months
Ponca City, Okla.

45 cartons
2 months
Slater, Mo.



Big dealers—little dealers—dealers everywhere are selling Lady Betty Puddin'. Above are only a few of their orders—a handful picked at random. Just enough to show you that it's well worth your while to do some of the supplying yourself!

Made with the very highest quality milk chocolate and filled with a rich indefinable center, Lady Betty Puddin' is proving conclusively that real quality always sells. Each piece cupped in attractive container—24 to the carton—50 cartons to the case.

PAUL F. BEICH CO.

BLOOMINGTON CHICAGO

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WALTER BAKER & CO'S.

Liquor Chocolates and Coatings



REG. U. S. PAT. OFF.

Are the Standards of the Trade for Confectioners' Use

Sweetened and unsweetened; light, medium and dark, whatever the difference of color or flavor, all are *absolutely pure*, smooth and uniform to work.

The taste and appearance of confections depends largely upon the coating.

Send for Samples and Prices

WALTER BAKER & CO. LTD.

Established 1780 DORCHESTER, MASS.

57 Highest Awards at the Expositions of Europe and America

WEBB'S CHOCOLATE

Invest $3 in Greater Prosperity for 1922

DO you want to attract new trade, reduce the leaks and losses that eat into profits, and increase your earnings for 1922? If so, three dollars invested in the New Thirteenth Edition of RIGBY'S RELIABLE CANDY TEACHER will enable you to accomplish such aims.

The 900 recipes for trade-winning pieces, the valuable pointers and the business building information contained in this book comes through W. O. Rigby's 30 years of experience in the candy business. It can, therefore, be considered absolutely reliable. Its 288 pages are written in a very plain, easily-understood style; they are also conveniently indexed and profusely illustrated.

Because of the value of this book in helping to stimulate business and increase the earnings of confectioners, no tradesman can afford to be without it. Send money order for $3 today so that you can commence to receive its benefits with the beginning of the new year.

RIGBY PUBLISHING CO.
908 W. 10th St.
Topeka, Kansas



Send further information / Send book C.O.D. $3 / Remittance attached — Cross out lines not applying.

Name .....

Address .....

City and State.....

ONE day little Mary had been very naughty and her mother said to her:

"Mary, you must go upstairs and pray for forgiveness for your sins."

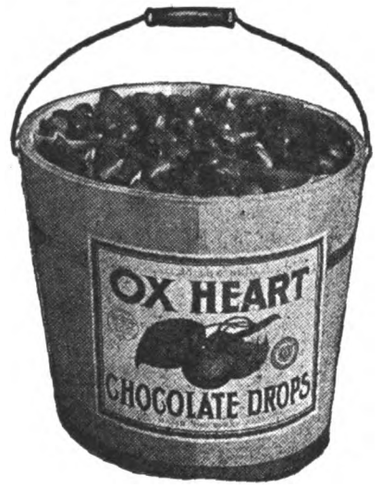
When the little girl came down after some time, her mother asked, "Did you tell God about it?"

"No," replied the child, "but I told Mrs. God, and I guess it's all over heaven by this time."—*Virginia Reel.*

"AREN'T people queer?" queries R. J. M. "A married friend buttonholed me this morning and poured into my ear a choice bit of scandal. But don't let it go any further, Bob," he ended.

"'No, cetainly not,' I said. But how did you happen to hear it?'

"'Oh, the wife, of course,' he answered. 'She's just like all women—can't keep a secret.' And off he went."



Long's

OX-HEART Brand Chocolates and Rapid Selling Confections

Send for Price List

OSWEGO CANDY WORKS

OSWEGO, N. Y.

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¾ths of a Glass of Milk in Each Bar

THEY sell—and no wonder—
To that marvelous Runkel ***Chocolaty Taste*** we add ¾ths of a glassful of fresh creamy milk. Runkel Bars are the purest, most wholesome, nutritious and delicious milk chocolate bars offered to the public. Write for full information.

RUNKEL'S

THREE KINDS

With Roasted Almonds — **Dairy Milk Plain** — **With Peanuts and Raisins**

RUNKEL BROTHERS, Inc.

451 West 30th Street, New York, N. Y.

An Advertising Moral

ONCE upon a time a donkey fell into a deep hole, and after nearly starving, caught sight of a passing fox and implored the stranger to help him out.

"I am too small to aid you," said the fox, "but I will give you some advice. Only a few rods away is a big, strong elephant. Call to him and he will get you out in a jiffy."

After the fox had gone the donkey thus reasoned: "I am very weak from want of nourishment. Every move I make is just so much additional loss of strength. If I raise my voice to call the elephant I shall be weaker yet. No; I will not waste my substance that way. It is the duty of the elephant to come without calling."

So the donkey settled himself back and eventually starved to death.

Long afterward the fox, on passing the hole, saw within a whitened skeleton, and remarked: "If it be that the souls of animals are transmigrated into men, that donkey will become one of those who can never afford to advertise."

CO-ED—In what department are you giving demonstrations?

Floorwalker — No demonstrations today, madam.

Co-ed—No sales or demonstrations!

Floorwalker—Oh, yes, a sale in bath tubs, but no demonstration.—*California Pelican.*

THE chairman of the gas company was making a popular address.

"Think of the good the gas company has done!" he cried.

"If I were permitted a pun, I would say in the words of the immortal poet, "Honor the Light Brigade."

Voice of a consumer from the audience: "Oh, what a charge they made!"

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Double Your Easter Business

Sell those little Chocolate figures, Patties, etc., liked by everybody---and ***manufacture them in your own shop.*** It is a simple matter to make them by use of our patented

JAY BEE CHOCOLATE MOULDS

which we manufacture in such enormous quantities that we can offer them at very reasonable prices

Rabbits, Easter Eggs,
Moulds for Every Holiday and Occasion

Write for our catalog No. 12

Serve your Chocolate, Broth, Malted Milk, Tea, Coffee, etc., in absolutely clean, well-shaped and artistically designed

JAY BEE PATENTED IMPORTED SANITARY CHOCOLATE CUPS

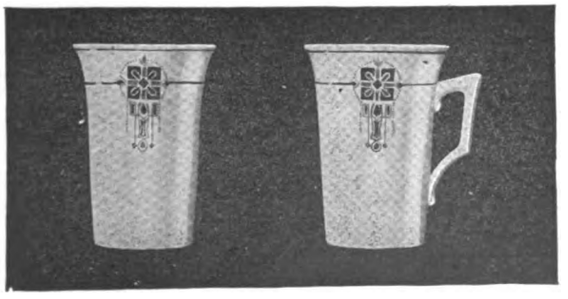
which present a clean, appetizing, rounded and edgeless bottom and keep the drinks piping hot. They are strongly made of high-grade glazed finish porcelain throughout—not crockery—and if they chip, they retain their white effect and do not turn brown.

Plain with Gold Band —$4.00 No Handle
Plain with Gold Band —$4.50 With Handle
Decorated with Gold Band—$4.75 With Handle
Decorated with Gold Band—$4.25 No Handle

Order an assortment to-day (packed a dozen in a carton) and watch your profits grow.

JABURG BROTHERS, Inc.
Est'd 1885

10-14 Leonard St. New York





Shotwell's CANDY BARS

Jobbers throughout the country selling the SHOTWELL LINE as a LINE are building a large permanent BAR CANDY business. Their success is remarkable. It proves conclusively that

Quality Always Wins

The SHOTWELL LINE is truly a quality line. Excellent quality—wonderful assortment—attractively wrapped in pure foil—non-conflicting Bars—correct size—proper price.

Feature the SHOTWELL LINE and increase your CANDY sales in 1922. Send for complete information.

The Shotwell Mfg. Co.
CHICAGO BROOKLYN

Specializing on
CHECKERS CANDY BARS
MARSHMALLOWS



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Dennison's



DENNISON SEALS can help you sell *your* confections. They are well designed, better-made and so sure to speak for the quality of the merchandise they adorn.

Your special *seal is our* regular *service.*

Dennison Manufacturing Co.
THE TAG MAKERS
FRAMINGHAM, MASS.

Write now for samples and prices to Dennison, Dept. C.J.I. Framingham, Mass.

Name .....

Address .....

.....

HERE AT LAST!



The Fool-Proof Measuring Faucet

—the faucet that syrup people have long been waiting and watching for.
One push on the faucet gives a rapid discharge of exactly one ounce (or 1½ ounces) of syrup—the precise base for the best drink—service that eliminates waste.

The "Rotax" Glass Dispenser

equipped with the Measuring Faucet, DISPLAYS the attractive, appetizing colors of your drinks, and makes FIVE sales to one before.

Write for Cooler Catalog

ROTAX COMPANY, Inc.
384 East 133rd St., New York City

Born's Sanitary Square Sucker Machine

"Now on the market for the first time."

Be the First in Your Territory to Have These Suckers

This machine is built in four sections, which include two pouring frames, one assembly frame, two sets of brass cutters and three stick racks. We also have a skewer depositing machine, patented by ourselves, which goes with this machine.

The hot candy is poured into the pouring frame, which is placed on a water-cooled slab, the assembly frame containing a set of brass cutters is then placed on this frame and the brass cutters are forced into the hot syrup. The skewer rack is then placed on top of the cutters and, by removing the aprons, will let the 899 skewers pass into the 899 perfectly cut squares of hot candy. The candy is removed by pulling the cutters apart.

The capacity of the machine depends upon the efficiency of the operators; its extreme production is 899 suckers every five minutes, and "Not touched by Hand."

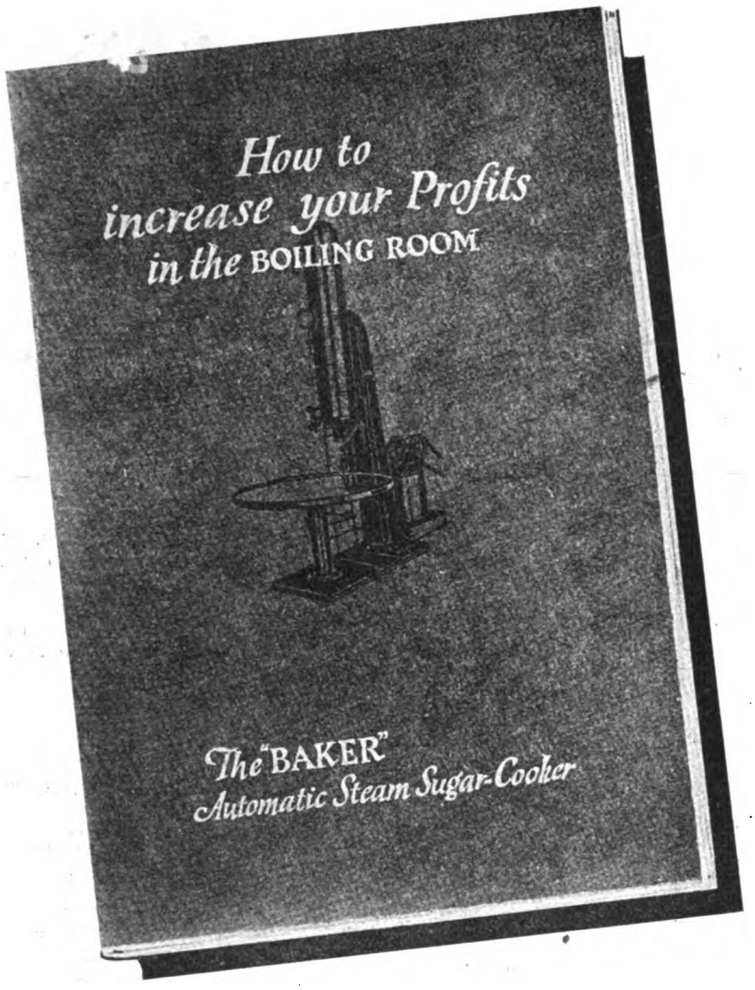
We have just a few of these machines on the market this fall and can honestly say that these sanitary, clear, square suckers are having the most phenomenal sale of any sucker ever offered the trade. Retailers are buying them in 25 to 250 box lots.

Write for particulars.

Confectioners' Equipment Company

KANSAS CITY, MISSOURI

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This Booklet

tells how to cut down Boiling Room Losses

Send for Your Copy—it's FREE

IS your boiling room running at a loss—loss which other departments of your plant must make up?

Costly labor charges; spoiled batches; syrup wasted by boiling over the goosenecks of vacuum cookers—all eat big slices into your profit.

The "Baker" Automatic Steam Sugar Cooker can help cut down loss. Our free booklet explains.

This new-way Cooker *(without vacuum)* has been tried and time-tested in leading candy factories, such as Bishop & Co., Los Angeles, Weideman of Cleveland, Fritz of Newark. It cuts down batch spoilage and syrup waste. It economizes labor. Requires only 1/3 the H P of a vacuum cooker; much less steam; no vacuum cooling water.

And the "Baker" Cooker does more than save! Produces better boilings—of fine color and high quality that keep perfectly in all climates and under all temperatures. Gives a delicious caramel flavor when desired.

Write for our interesting, informative book *today*. It's free. A postal request will do.

Address DESK A 1

The BAKER Line is complete

Beside the wonderful "Baker" Automatic Steam Sugar Cooker, we build a complete line of machinery for the Chocolate, Candy and Cocoa trade.

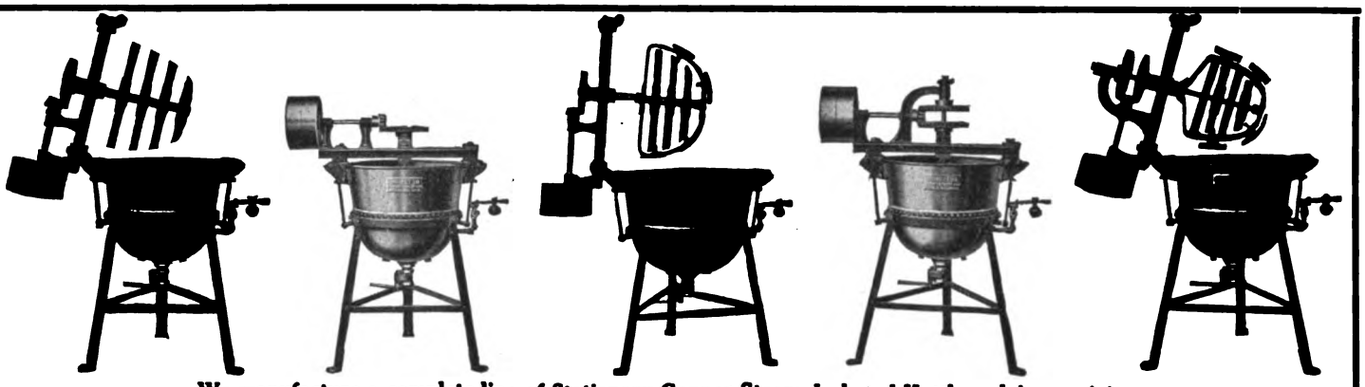
These machines include:

Cocoa Sorters and Roasters
Cocoa Nibbers and Grinders
Melangeurs and Refiners
Hydraulic Cocoa Presses
Chocolate Mould Filling Machines
Tapping Tables
etc., etc.

Before buying machinery, it will pay you to consult Baker-Perkins engineers. We probably can save you money. It will not obligate you a whit.

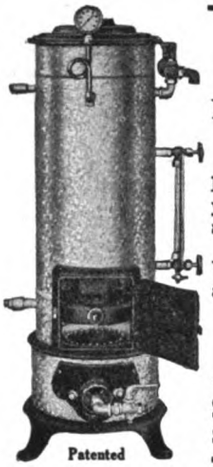
JOSEPH BAKER SONS & PERKINS CO., Inc., BAKER-PERKINS BUILDING, WHITE PLAINS, N. Y.
The BAKER LINE of Machinery for Chocolate, Cocoa and Candy Manufacturers

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We manufacture a complete line of Stationary Copper Steam Jacketed Kettles, plain or mixing.
Absolute satisfaction guaranteed. Prompt shipments. Ask your dealer or write us for literature and prices.

HAMILTON COPPER & BRASS WORKS, Hamilton, Ohio


Patented

IDEAL FLUELESS TUBELESS COILLESS **BOILERS**

No burned-out boilers. For all purposes required by candy makers.

Four sizes up to 5 Horse Power. Burn Gas and Kerosene. Just right for your kettles, enrobers, coaters, boiling and heating.

Gas controller keeps heat just right. Water Governor makes boiler full automatic.

No Ashes. No Dust.
No Attention Required.

Write today for prices. Territory commission salesmen wanted.

SYRACUSE STEAM GENERATOR CO.
South Ave. and Grant Place SYRACUSE, N. Y.

Chocolate Molds

BARS
CAKES
HOLLOW
FANCY DESIGN



BEN-MOORE MFG. CO.
220 ESSEX ST., BROOKLYN
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Starch and Grain Sugar Moulds

Send for Catalog

Starch Mould Patterns

Large variety of latest cut of fruit and nut cream bars, one and half ounce to two ounces. Chocolate Centers, French Creams and Butter Creams and patterns of all kinds of Jelly Work.

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Knott's Pop-Corn Grinder that pulls the pop corn apart

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Complete outfits for retail or wholesale manufacture

Candy Wrapping Machines :: Candy Cutters and Coolers

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THE MARVEL CHERRY And NUT DEPOSITOR

The greatest money saver for the manufacturer of chocolate covered cherries and nut candy. Does the work of ten girls. Pays for itself in three months. Inexpensive. No candy factory should be without it.

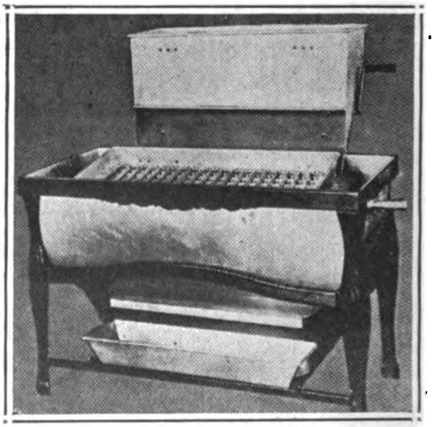
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Sales Office, 515 Euclid Ave. CLEVELAND, OHIO

EDWARD G. WELLER, Sales Director

Address all communications to the Sales Office



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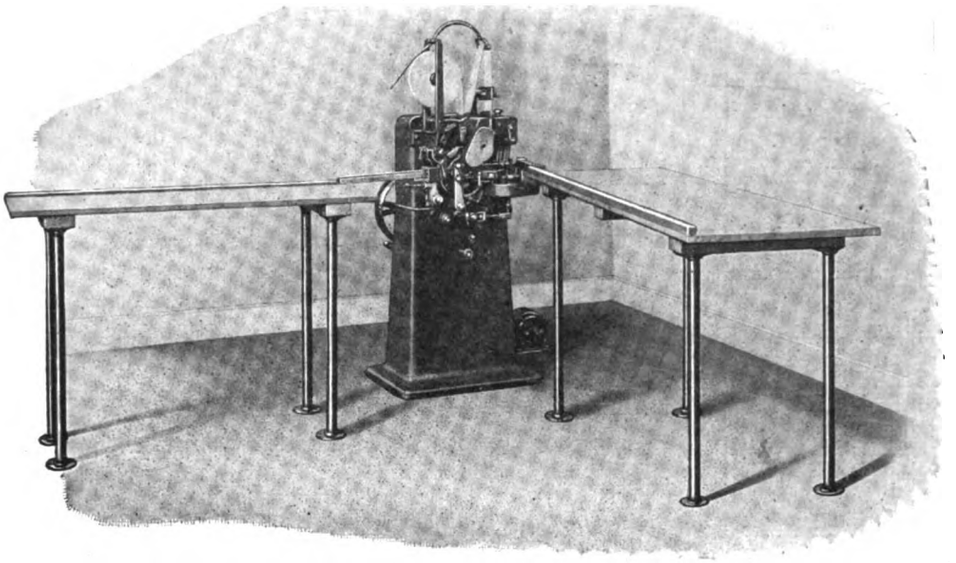
MANUFACTURERS OF

Copper Jacket Kettles : Revolving Pans : Vacuum Pans, Etc.

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JUNIOR IDEAL CARAMEL WRAPPER



The Junior Ideal cuts and wraps in one operation. With this machine one operator can pack as many pieces as six or eight girls packing by hand.

It wraps caramels, pulled goods, butter scotch or any goods of equal consistency

It is the simplest caramel wrapper on the market. Any unskilled girl may be trained in a few days to operate and care for the machine.

The Junior Ideal will quickly pay for itself in the wages of hand labor saved.

IDEAL WRAPPING MACHINE COMPANY

Makers of Ideal Caramel Wrapping Machines **Middletown, New York**

POP CORN PROFITS ARE VERY LARGE CRISPETTES ARE THE BIG MONEY MAKER



Gibbs says: "Sold **$50.00** first night!" Erwin's little boy makes **$35.00** to **$50.00** every Saturday afternoon. Meixner reports **$600.00** business in one day. Kellogg writes: **"$700.00** ahead first two weeks." Master's letter says: "—sold **$40.00** in four hours." During March, 1921, Turner was offered **$700.00** clear profit above cost of his investment to sell. **There is money**—lots **of money—in Crispettes.** Times make no difference **for most of** these records were **made in 1921**—were **made while** people are crying **hard times.**

This is the most rapid **machine for** crispettes. Requires **minimum labor** —least operating expense. **The material in a batch costs least, the crispettes keep better, are better eating** and sell better than those **made by** any other process.

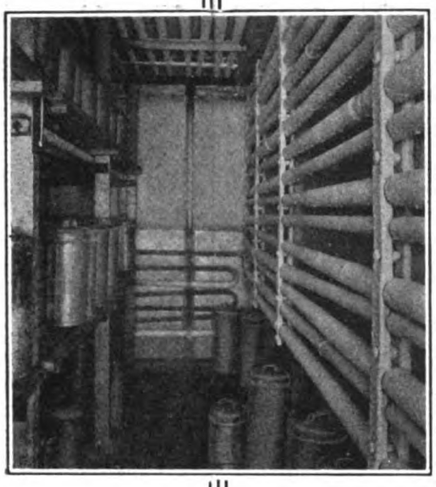
Sell Pop Corn CRISPETTES. **It** is the biggest money **maker in the** candy line.

Long Eakins Company

191 High St. Springfield, Ohio

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Brunswick Refrigeration



Here is an illustration of a Dry Type Ice Cream Hardening Room, showing a typical **Brunswick** refrigerating equipment. The efficiency of this installation is self-evident, while the clean, sanitary condition of this room speaks louder than words of its merits and advantages.

Every **Brunswick** installation is specially designed for your individual requirements and can be counted upon to produce, economically in every case, the low temperature needed for the dry hardening system.

We also furnish complete wet hardening systems. Brunswick equipment is noted for its long life.

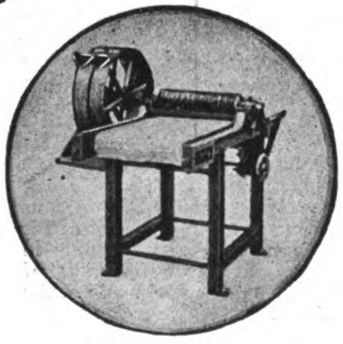
Bulletin No. 10 will give you valuable information.

BRUNSWICK REFRIGERATING CO.

NEW BRUNSWICK, N. J.

BOSTON, MASS.
10 State St.

NEW YORK CITY
30 Church St.



White's Improved Perfect Candy Cutter

ORIGINAL WHITE

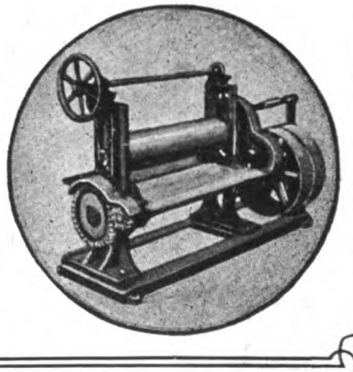
Cutter and Sizer

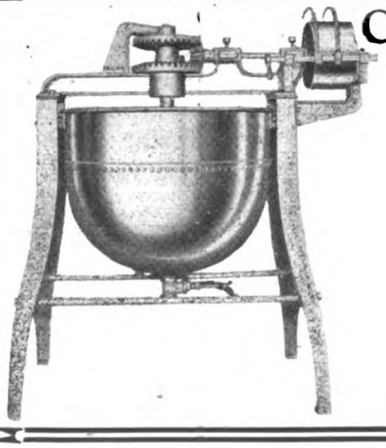
For Caramels, Nougats, Bars, etc.

Standard Factory Equipment for past 35 years

Sold by **WM. M. BELL,** *Authorized Agent*
Heirs of Jacob White
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White's Perfect Sizing Machine





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Write for Quotations

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Prompt Deliveries

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ALL our work is done by experienced men who know the needs of the trade. These men have specialized for years in confectionery work, and their workmanship bears the test of satisfaction.

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United States Supreme Court Sustains Hildreth's Candy Pulling Machine Patent

Sweeping Decision by Chief Justice Taft Handed Down November 7, 1921

Dickinson Patent held to be the Pioneer

In a decision handed down November 7, 1921, the Honorable Chief Justice Taft of the Supreme Court of the United States has completely sustained my position in the candy pulling machine litigation. In this case claim 1 of the Dickinson patent, No. 831,501, was in suit. The defendant was Jim M. Mastoras, of Portland, Oregon, who had built and used a machine under the Langer patent, No. 1,232,697.

Chief Justice Taft holds:

a) That Dickinson was the pioneer inventor of a candy pulling machine. He says:

> "The history of the art shows that Dickinson took the important but long delayed and therefore not obvious step from the pulling of candy by two hands guided by a human mind and will to the performance of the same function by machine. The ultimate effect of this step with the mechanical or patentable improvements of his device was to make candy pulling more sanitary, to reduce its cost to one-tenth of what it had been before him, and to enlarge the field of the art. He was, therefore a pioneer."

b) That the Dickinson patent was not anticipated or narrowed by any prior art patent. On this point the Chief Justice said:

> "The Firchau device never, so far as appears in the record, made candy experimentally or otherwise. Indeed, no candy was commercially pulled by machine before or after the issuing of the Firchau patent in 1893, until the introduction of the Dickinson principle, nine or ten years later."

c) That the Dickinson patent is entitled to a broad construction. On this point the Chief Justice said:

> "As the Dickinson patent is a generic patent the doctrine of broad equivalents properly applies here."

d) The defendant's Langer machine operates on the same principle as Dickinson's and is an infringement of the Dickinson patent. The Chief Justice said:

> "Taking the first claim of Dickinson's patent as it reads, one can trace every element of it in the Langer machine. We find there is a plurality of oppositely-disposed candy hooks or supports. The candy-puller is found in the movable pin of Langer, and a relative in-and-out motion in the pulling process is palpably present."

Accordingly, the Supreme Court of the United States has sustained the District Court of Oregon and has ordered that a decree be entered ordering an injunction and an accounting for profits and damages.

This decision by Chief Justice Taft disposes of all contentions relating to the Dickinson patent for all time. The patent is fully sustained, and out of fairness to myself and to my licensees I shall insist in the future as I have in the past on my rights in this patent being completely respected.

H. L. HILDRETH,
549 Albany Street,
Boston, Mass.

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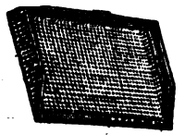
THE AUGUST MAAG CO.

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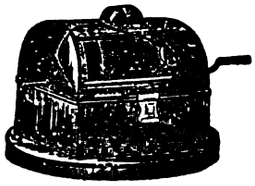
Steel Candy Shears



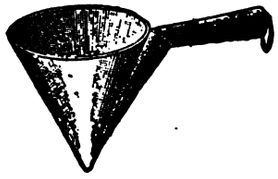
Sieve for Starch Work



Plain Sheet-Iron Peanut Roaster



Tin Funnel Dropper



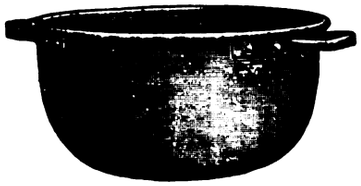
Pan Scraper



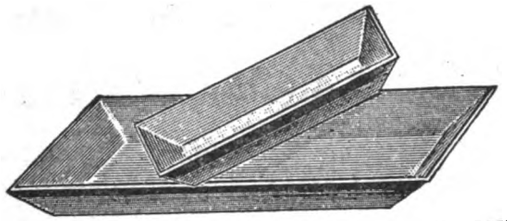
Cream Candy Scraper or Mixer



Copper Candy Kettles



CANDY PANS

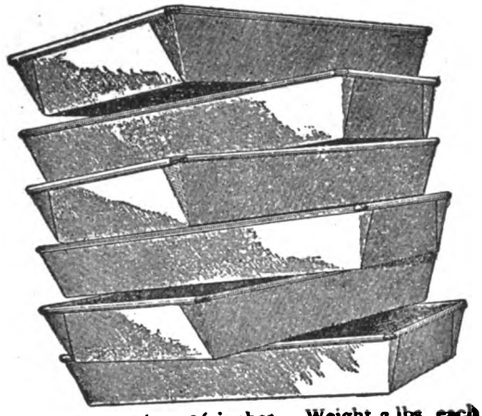


LARGE, 7½ x 21½ SMALL, 7¼ x 11½

Machine-made and free from scratches and marks usually found on hand-made pans

Uniform in size and finish. Made of Tin, Tin Nickel Plated, Brass, Brass Nickel Plated, also Lacquered or Imitation Brass

Crystallizing Pans
EXTRA HEAVY



Size 9½ x 15½ x 2½ inches. Weight 2 lbs. each

Corners not cut but turned over

made of extra heavy 1 xxxx Tin, Machine made

Screens for same if desired

We also Manufacture these pans of extra heavy Galvanized Iron

The most substantial pan on the market

Headquarters for Fudge Pans, All Sizes

TAFFY AND CARAMEL PANS

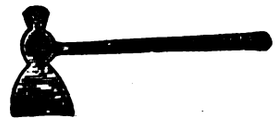


Wired Taffy

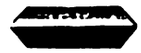
Taffy size, 11½ x 12½

Caramel size, 8½ x 12½

Candy Hatchet



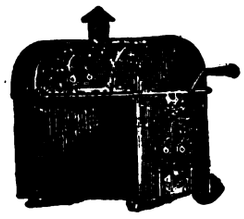
Partitions for Candy Pans



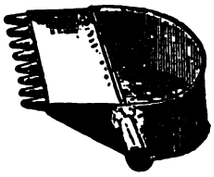
Tin

Brass

Peanut Roasters



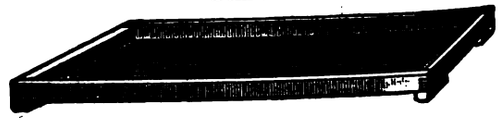
Tin A B Runners



Candy Hooks and Wood Screws Complete



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Manufacturers for the Jobbing Trade

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Large Stock Always on Hand

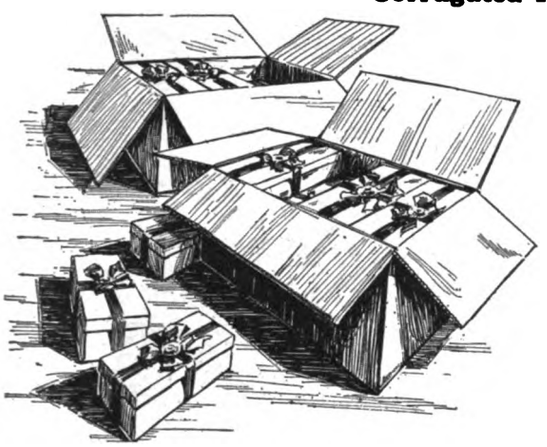
Special Pans Made to Order. *We do Metal Work of Every Description*

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The Safe Economical Shipping Boxes for Confectioners

HERE are the shipping boxes you have been looking for—the boxes that spell greater convenience in packing—better protection in transit—and economy in both packing and freight costs. Sturdy enough to hold your heaviest shipments. Stout enough to stand up under the weight of piled up merchandise in transit. Resilient enough to cushion and absorb the many blows of rough handling and transportation.

Eliminate many of your present packing troubles by using **H & D Corrugated Fibre Shipping Boxes.** Insure the arrival of your goods, intact and uninjured, at destination. Promote the good will of your trade by better packed shipments. You can do all these things and at the same time save real money in your shipping department.



H & D Boxes are made in any sizes your particular products may require. Give us the specifications and let us send a sample and quote you prices today.

The Hinde & Dauch Paper Company

120 WATER ST. SANDUSKY, OHIO

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Copper Steam Jacketed Kettles

Copper Candy Kettles

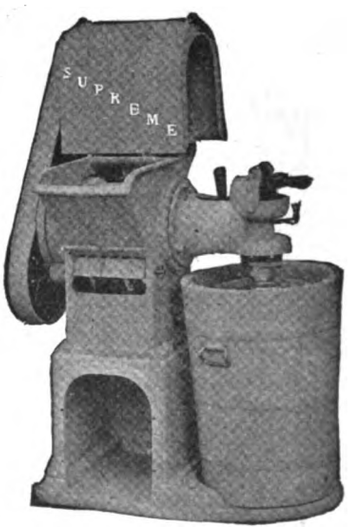
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SUPREME MOTOR DRIVEN COMBINATION



Capacity 40 Qts.

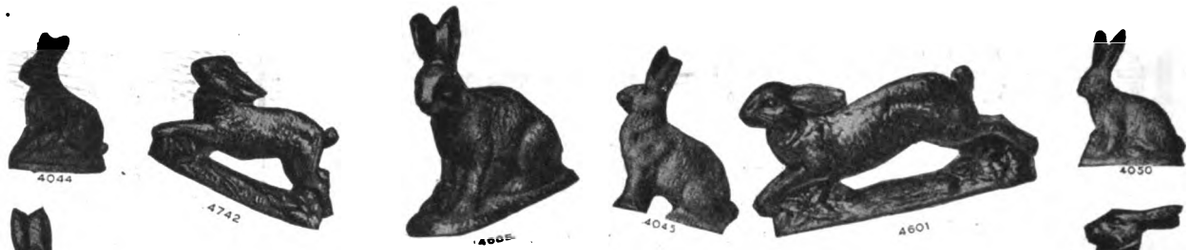
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Breaker can be operated without freezer
Nickel-Silver Can Dasher of Tinned Bronze
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Gearing covered as required by law

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East Orange, N. J.

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METAL MOLDS

FOR CHOCOLATE

RABBITS and EGGS

Make your own

Hollow and Solid Figures for Easter



5026 — 4⅜" long—50c ea. half

5027 — 4⅜" long—50c ea. half

5028 — 4⅜" long—60c ea. half

and fifty-four other designs of fancy and plain eggs.

RABBITS

No.		Each
4044	3⅞" high	$1.10
4045	4⅝" "	1.50
4046	4¼" "	1.20
4047	4¾" "	1.70
4048	4¼" long	1.30
4049	4¾" "	1.40
4050	3⅝" high	1.10
4051	4" "	1.40
4601	8¼" long	2.65
4603	9¼" high	2.25
4682	7½" "	4.80
4683	7¾" "	3.60

TRADE MARK N U Y

Our molds bear this Trade Mark

RABBITS

No.		Each
4685	5⅞" high	$2.65
4686	5½" "	1.50
4687	4" "	1.10
4741	6¾" "	1.70
4742	6¼" long	2.00
4743	8⅜" high	3.85
4744	8⅛" "	3.60
4745	8" "	5.00
4746	9" "	6.00
4807	3¾" "	1.00
4808	4¼" "	1.40

and other designs

Write for our catalog No. 3, describing the large variety of molds we make suitable for all holidays.

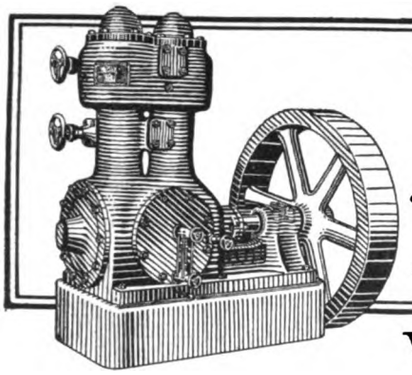
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YORK MECHANICAL REFRIGERATION

—— A logical means of increasing your profits

WOULD you be interested in a few facts showing how your net profits for the coming year would be substantially increased by the installation of YORK Mechanical Refrigeration.

There are several ways in which this increase would be obtained.

Part of it would come from a reduction in the present cost of operating your refrigerating system.

The proper preservation of an amount of stock which now deteriorates through imperfect refrigeration, would likewise prevent loss and show a further increase in your net profits.

Still more profit would come from the higher prices you would get by having your stock in the best possible condition.

New business that would be attracted by your progressiveness and the reliability of your stock would further swell your net income.

And freedom from the worries of unreliable refrigeration would make your efforts in other departments more productive.

Our Sales Engineers will be pleased to tell you more about YORK Mechanical Refrigeration.

YORK MANUFACTURING COMPANY
(Ice Making and Refrigerating Machinery Exclusively)
YORK, PENNA.

THERE IS A YORK PLANT TO FIT YOUR BUSINESS

Ship Your Candies in Heekin Cans—

—Then you can be absolutely sure that they will remain in perfect condition until used.

Use our New Smooth Lithographing Process

for reproducing your name or trademark on Heekin Cans and you will add 100% attractiveness to your products.

The Heekin Can Co.

EAST SIXTH AVE. AND NEW ST.
Cincinnati, O.
"Heekin Can Since 1901"

ESTABLISHED 1905 ESTABLISHED 1905

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Coppersmith and Contractor

Designer and Builder of:

Confectioners' Copper Work.
Copper Vacuum Pans.
Copper Steam Jacketed Kettles, plain.
Copper Steam Jacketed Kettles, with single and double motion mixers.
Copper Revolving Pans, plain and with steam coils.

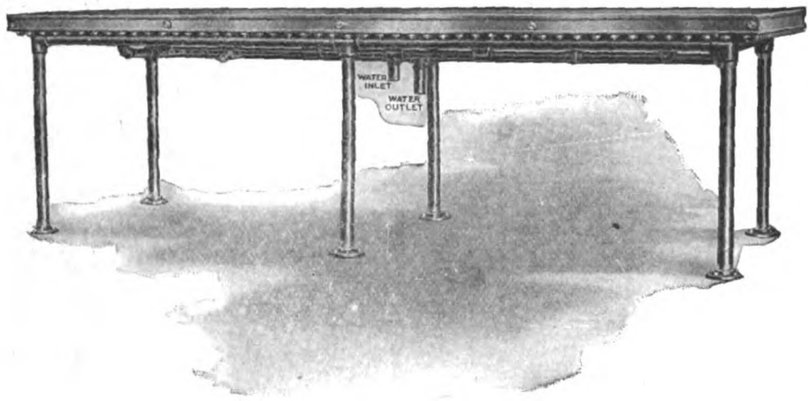
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Baltimore, Md.

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"The Perfect" Water Cooled Slab



A BROAD assertion we admit, but nevertheless true. Water Circulation PERFECT; cools your candies to PERFECTION, hence we call it the "PERFECT" WATER COOLED SLAB. The experimental stages in the building of our perfect water cooled slab have passed. The many satisfied customers is our guide.

Built on scientific principles and made of STEEL throughout. The top is made of Tank Steel of ½" thickness, and the bottom is made of the same material of ⅜" thickness bolted together. It withstands our tested water pressure of thirty pounds. Mounted on 1¼" Gas Pipe Slab Stand. Also can be fitted with any height of Angle Iron for a Perfect Water Cooled Cream Slab. This slab has four Water inlets and two Water outlets, making it a PERFECT WATER CIRCULATION. With the Savage Built Cooler you increase your output, which means reduced production cost.

Made in the five following sizes:

36 in. x 60 in. 36 in. x 72 in. 36 in. x 96 in. 48 in. x 72 in. 48 in. x 96 in.

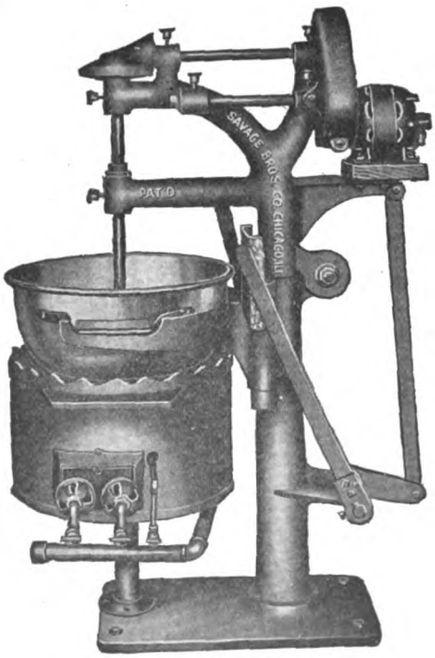
(*Polished Steel Slab Bars—Any Size*)

THE SAVAGE PORTABLE FIRE MIXER INSURES INCREASED PRODUCTION AT REDUCED COST.

In the making of Nougat Candies, Caramels, Jelly and Gum work, Kisses, Peanut Slab, Bar Brittles, Cocoanut Goods, etc., Cream Beating or remelting of Cream Fondants, in fact anything you are stirring and cooking by hand.

This machine is small, compact, self contained with Kettle, Motor and Furnace. Single or Double action Mixers. All gears and working parts encased. Scrapers prevent scorching. All bearings double. Stirrer removed from Kettle by operating a lever.

Simplicity of Machine renders each part very accessible for cleaning.



MACHINE	No. 1	No. 2	No. 3
Floor Space	26x54 in.	27x72 in.	30x72 in.
Height	60 in.	71 in.	71 in.
Weight	500 lbs.	650 lbs.	675 lbs.
Size Kettle	20 in.	22 in.	24 in.
Horse Power	⅓	½	¾
Fitted with Atmospheric Gas Stove Single Action Stirrer			
Fitted with Atmospheric Gas Stove Double Action Stirrer			

SAVAGE BROS. CO.

2638-2646 Gladys Avenue **CHICAGO**

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PROFIT BY REDUCING PRODUCTION COSTS

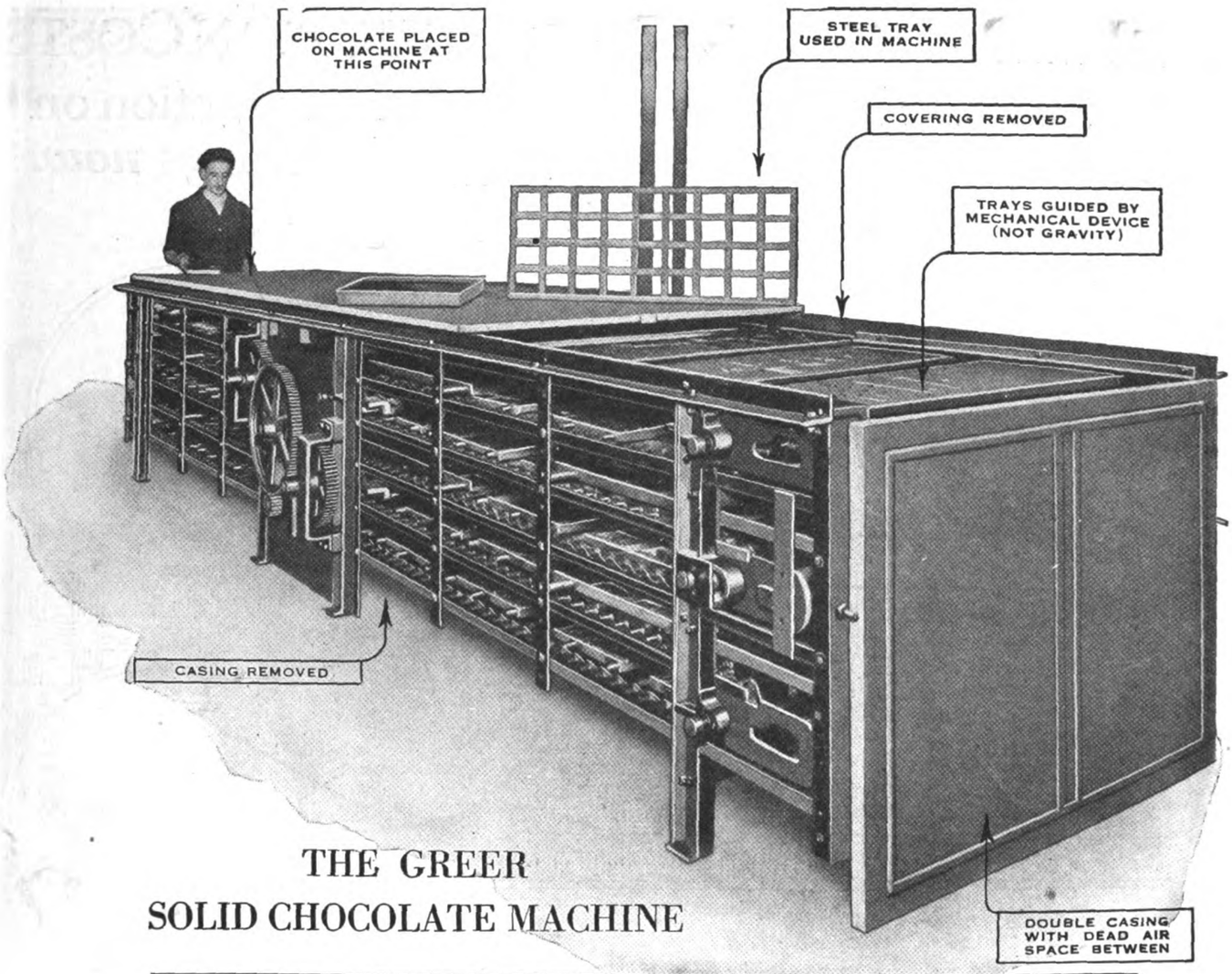
Start the year by figuring economical production on a basis of quality—we can supply machines *now*.

What do You need?



Racine Confectioners' Machinery Co., Racine, Wis., U.S.A

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THE GREER SOLID CHOCOLATE MACHINE

Floor Space	Height Over All	Number Of Trays	Power	Weight Approximate	Shipping Weight Approximate
5 Ft. x 20 Ft.	3 Ft.	60 to 70	1 HP.	5000	5600

The Greer Solid Chocolate Machine is made along the same principle as the other Greer machines.

The Greer Solid Chocolate Machine saves 60% floor space.

Reduces the area of space that has to be cooled, and eliminates the expense of cooling the walls of a long tunnel. The latticed steel trays enable the cold air to come in direct contact with the mould or cake.

The machine is designed so the cold air can circulate through it freely, drawing the temperature from the chocolate as quickly as it can possibly be done, and cannot be surpassed by other mechanism.

The machine is substantially constructed, being made of best steel and iron, the chocolate being moved by extra heavy chain. We guarantee the machine to haul one ton of chocolate per revolution.

Practically all gears and mechanism are on outside of machine, which makes it very easy to adjust and more desirable.

The Greer Solid Chocolate Machine gives approximately 350 square feet of cooling space, total travel of chocolate approximately 100 feet. All the space required for the machine is 20 feet in length, 5 feet in width and 3 feet in height.

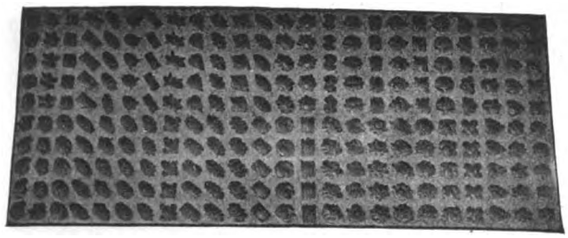
Time required for the goods to dry, which is done in one revolution, depends entirely on the thickness of chocolate and the temperature in machine. Machine can make a revolution (100 feet) every fifteen minutes.

The Greer Solid Chocolate Machine is so mechanically designed that a one horsepower motor operates it with ease, keeping a continuous flow of empty trays for the chocolate and brings the chocolate up to the top of machine where it is easily removed.

The Greer machines are patented. Imitators warned against infringements.

J. W. GREER CO. - - 139 Main Street, Cambridge, Mass.

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VOORHEES PATENT RUBBER CANDY MOLDS

This mold—No. 832-S series turns out 240 pieces, 64 to the pound at every filling.

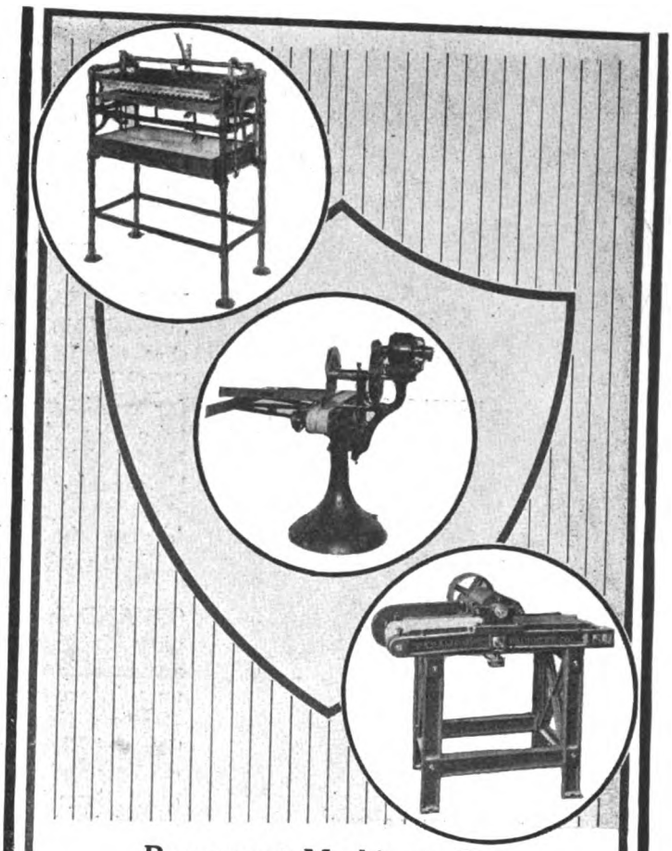
Mat weighs about four pounds with machine arrangement 1¼ in. centers. 48 varieties, ***all differing*** from No. 830-S as illustrated in April issue.

This is an extremely desirable set. The Rubber Process is ***practical, sensible, sure*** and ***quick.***

Ask for folder and further information

Exclusive Makers

VOORHEES RUBBER MFG. CO.
Jersey City, N. J.



Paramount Machinery Co.
44 E. Allen St., Philadelphia

Acme Coppersmithing Company, Inc.

COPPER WORK
of All Description
HIGH PRESSURE STEAM JACKET KETTLES
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If our work is not absolutely satisfactory in every respect, we will gladly accept the return of same and will bear all expenses.

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Safety is the corner stone of efficiency.
The more safety the less worry—the greater efficiency.
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Confectionery Equipment Our Specialty

The Revolving Pans have all latest improvements. **Clutch instead of tight and loose pulleys,** a unique feature of ACME REVOLVING PANS. Cut gears. Adjustable boxes on all bearings to take up wear on journals. Pans are made of heavy copper, nicely hammered; steam coil of copper pipe, thus insuring against rust, stuffing box is of a special design and the entire construction is of the very best materials and workmanship.

Larger and smaller sizes build to order.

Prices on application.

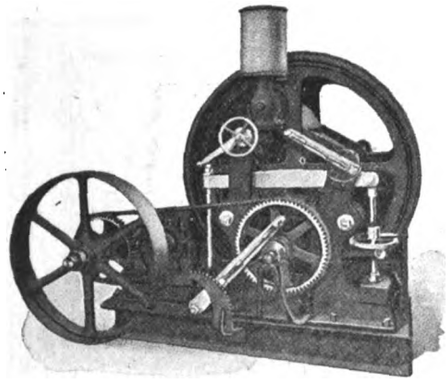


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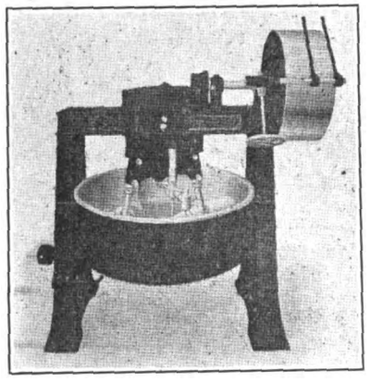
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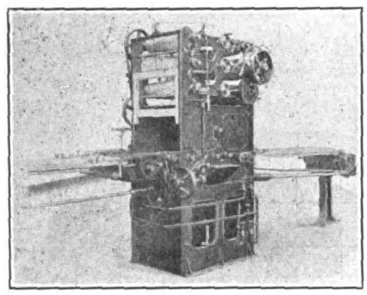
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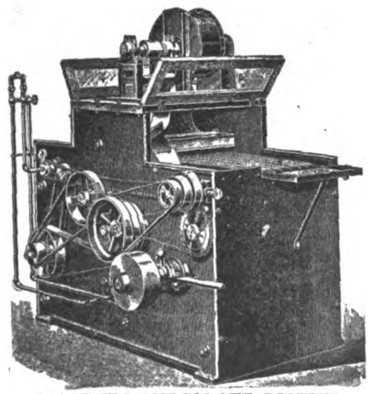
KOHOLODOS



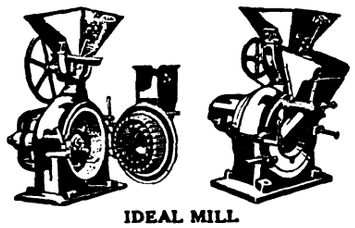
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GRAND CHOCOLATE DIPPING MACHINE



MAJESTIC CHOCOLATE DIPPING MACHINE



IDEAL MILL

KOHOLODOS—A machine of genious workmanship, will refine chocolate from the bean up. NO DISKS. One man labor required for a few hours a day. Will turn out 1,500 pounds per day Coating or Moulding Chocolate at a saving of at least 6 cents per pound in your coating, will furnish full advice as to the manufacturing of coating and other chocolate. Small space required.

UNIVERSAL CONCHE—Latest Patent out, will do as much work in ten hours that six horizontal conches will do in SEVENTY-TWO HOURS. Fine machine for coating and chocolate and will also take the place of the REFINER and MELANGEUR. Capacity 1,200 pounds. No machine that was ever invented in the chocolate business ever took or sold as fast as the UNIVERSAL CONCHE is selling, with repeat orders.

"GRAND & MAJESTIC" Chocolate Dipping Machine—a far better machine than any machine known on the market. Every part interchangeable. New Patent Ball Bearing Fan that runs in Oil. Steam, Gas and Electric heating attachment, with cooling and packing of the belt, or without. Save 25 per cent and get a better machine.

"Latest Patent Sugar Mill. Will grind to any fineness direct. No bolting or sifters required.

Automatic Quadruple Presses for fancy filled hard goods. One-man operation. With a capacity of 2,000 pounds per day. No waste.

LATEST PATENT CHOCOLATE HOLLOW MOULD FILLER, will fill the mould, knock the mould, turn the mould to drain out center and carry it to cold room. All automatic. The greatest labor-saving machine with a capacity of many thousand pounds daily. One operator.

Wrapping and Packing Machinery for all descriptions of work. New Tin Foil Wrapper, will wrap any shape from 3/8 to 1½ inches. Package Machinery will make the package, fill the package, seal and label the package.

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EXPERT—Specializing for the Candy and Chocolate Industry.

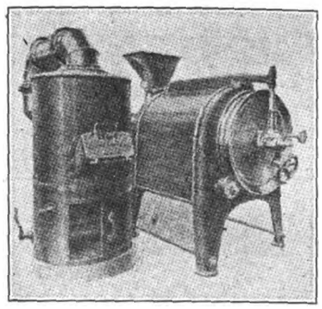
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Complete and largest line of Candy Machinery, Chocolate Machinery, Cocoa Butter and Cocoa Powder Plants, Chocolate Dipping Machines, Wrapping Machines, Package Making, Filling, Sealing and Labelling Machinery, CHOCOLATE MOULDS, etc. "LOOKING FOR A CERTAIN MACHINE? Yes, I HAVE IT."

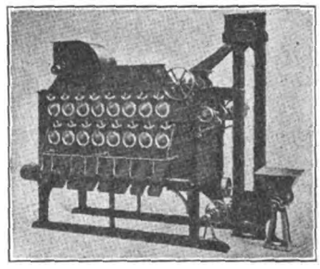
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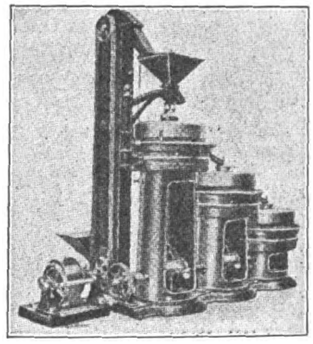
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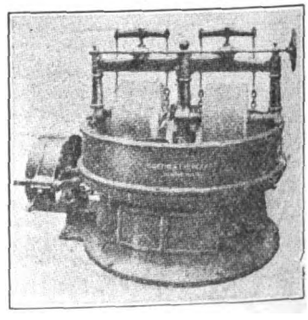
COCOA BEAN ROASTER



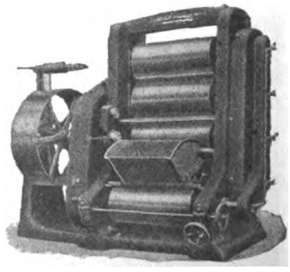
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MELANGEUR

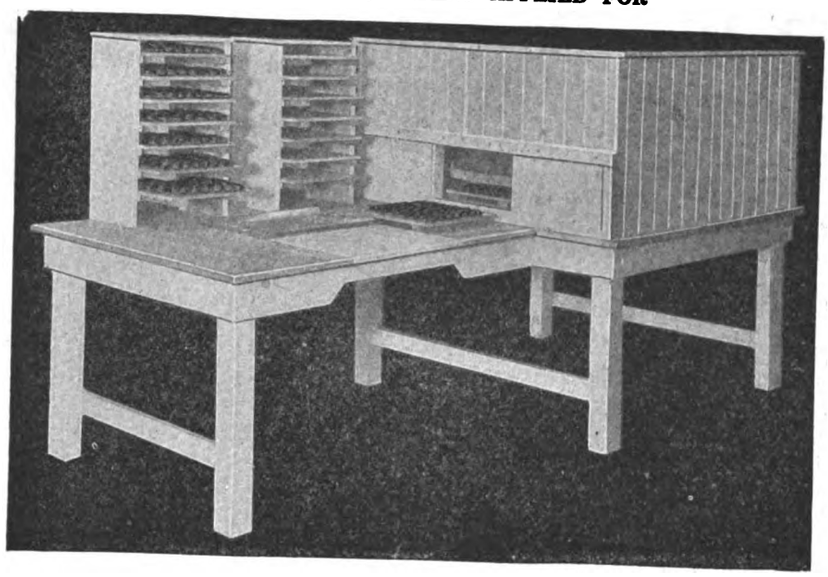


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Increased Sales 200 %

MODEL No. 11, PATENT APPLIED FOR



This is the free-will testimonial from one user of the MODEL 11 DEMPSEY CHOCOLATE DIPPING AND COOLING APPARATUS during a period of two months' operation. You can do the same. He has the apparatus in his store and dips chocolates where the public can see the process. The dipper is attired in immaculate linen, wears one of our "SANI DIPPING GLOVES," and is surrounded with an atmosphere of cleanliness and sanitation. The fresh made, glossy goods give the public the buying impulse that forces sales. The results will astonish you. The moderate price will please you. Back of it all stands our guarantee of satisfaction. The apparatus will cool chocolates perfectly in any weather, any season, anywhere, any place. Descriptive circulars and full information will be promptly furnished.

DEMPSEY CHOCOLATE COOLER CO.

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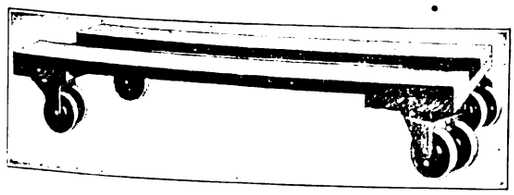
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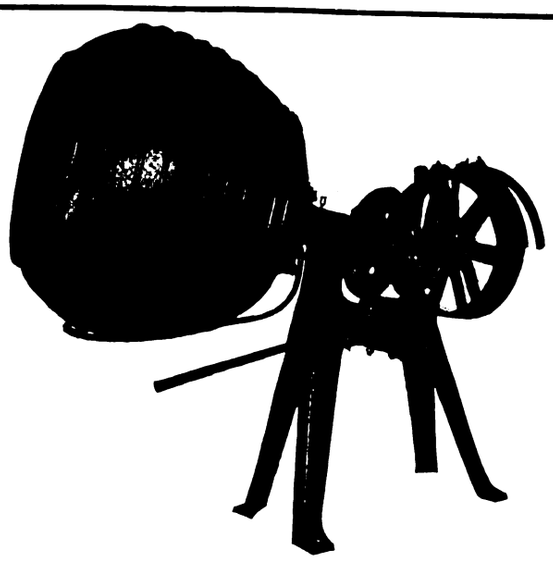
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Tight and loose pulley; clutch or motor drive

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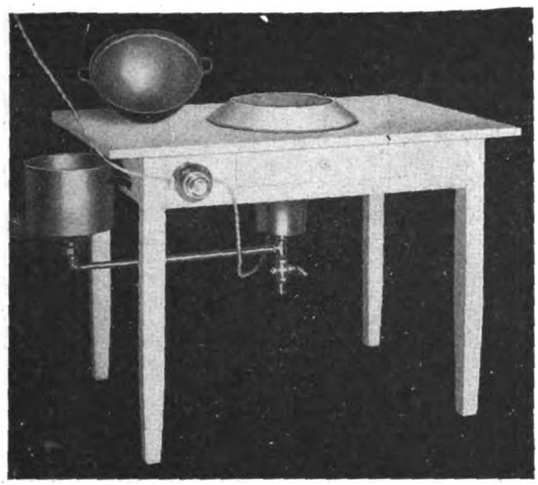
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The flash boiler principle of the International means less time for breaking down cream, more even distribution of heat and accurate temperature control. These features enable you to turn out smoother and more uniform coatings.

With the International Electric Bon Bon Cream Heater you can maintain or improve the quality of your product at a lower production cost.

If you are interested in this money-saving equipment write for our Bulletin No. J-1, which gives detailed description.

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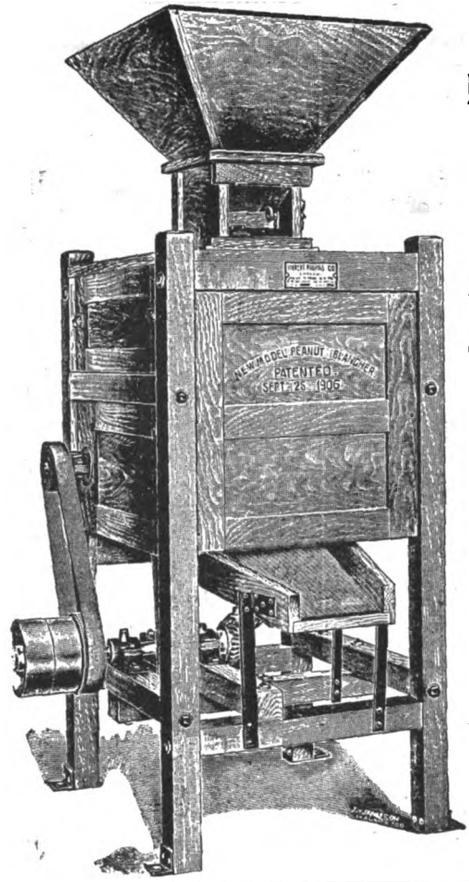
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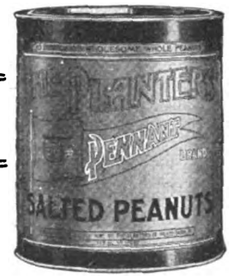
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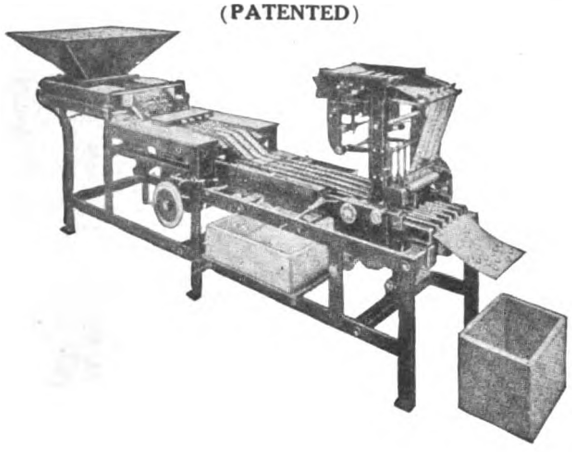
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Chocolate "Kiss" Foil Wrapping Machine

(PATENTED)

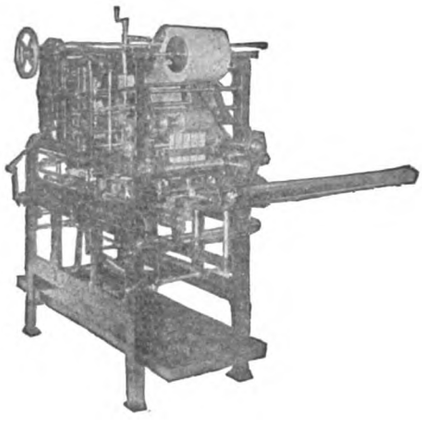


This Chocolate Kiss Foil Wrapping Machine is in constant operation in several of the largest chocolate manufacturing plants in the United States and giving entire satisfaction and while guaranteed to operate at a speed to wrap not less than 1000 pounds of "Kisses" running 115-120 to the pound per day of nine hours, produces several hundred pounds more per day with one girl operating it and one girl receiving and packaging the wrapped pieces. Compare this output with hand wrapping.

The "HAAS" Bar or Flat Cake Wrapping Machine

For Almond Bars, Flat Cakes—all sizes

Adjustable to several sizes and shapes



Large output, low cost, high efficiency and neat wrapping. Guarantee satisfaction to each and every purchaser. Why not forward samples and write for particulars? It's up to you if you want the best. Get the opinion of users of "HAAS" Machines. Write them.

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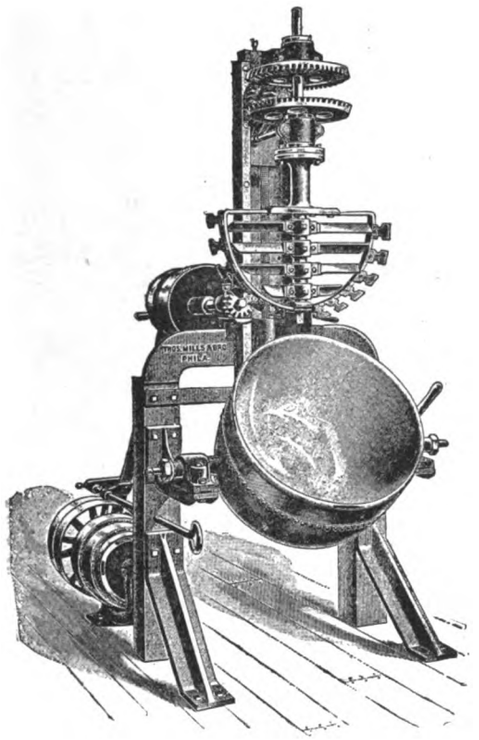
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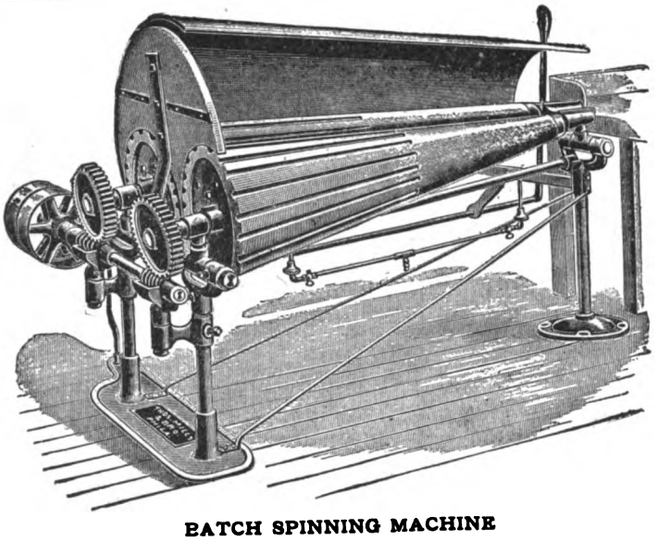
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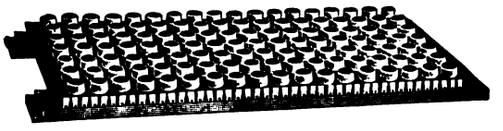
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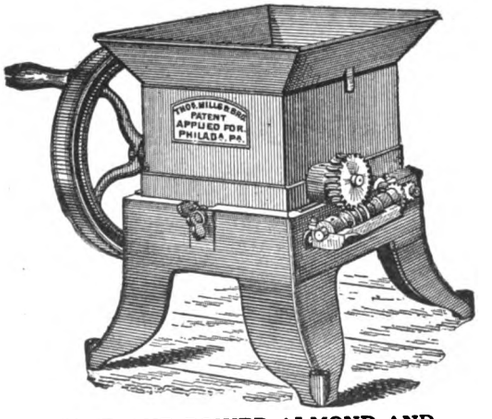
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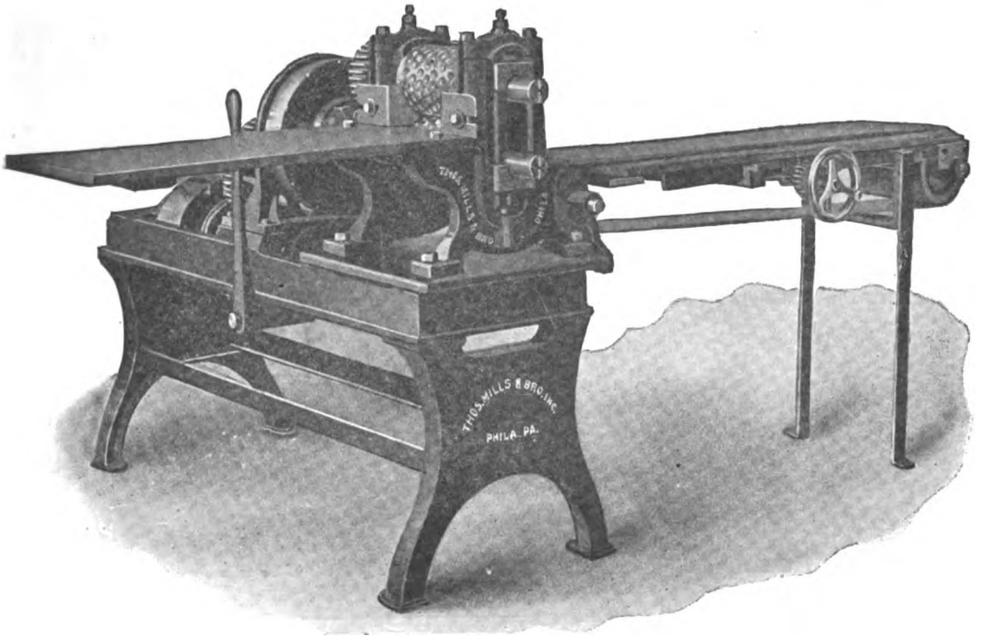
BATCH SPINNING MACHINE



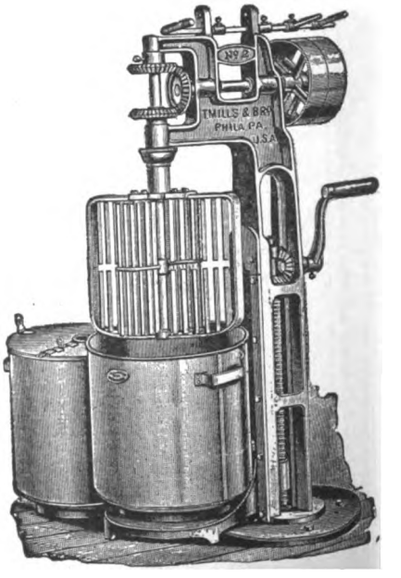
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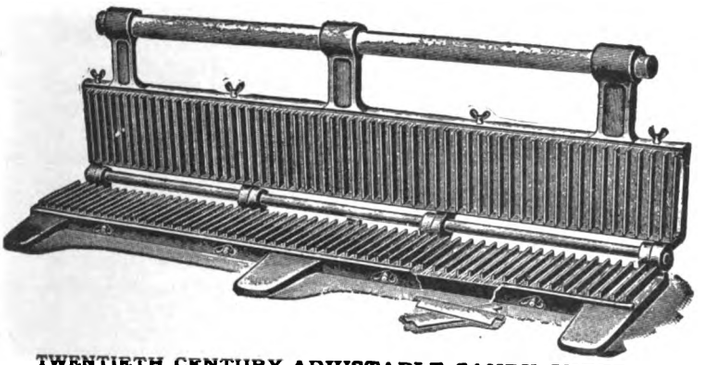
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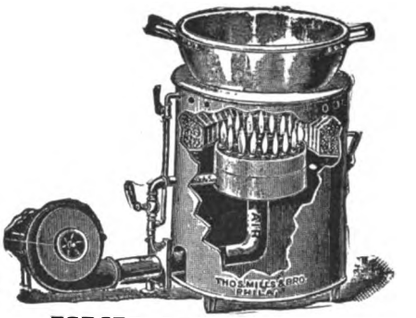
CONFECTIONERS' AND BAKERS' TOOLS AND ICE CREAM FREEZERS

Nos. 1301, 1303, 1305, 1307, 1309 and 1311 N. Eighth Street, Philadelphia, Pa.

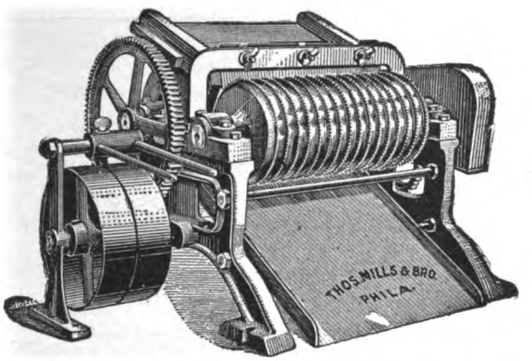
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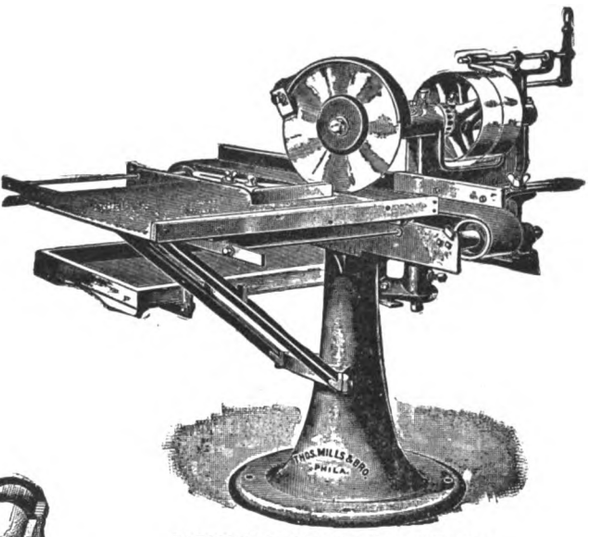
TWENTIETH CENTURY ADJUSTABLE CANDY CUTTER



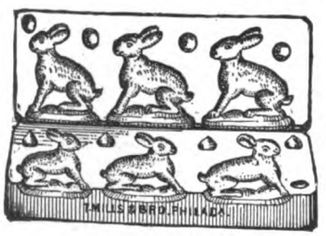
FORCED DRAFT CANDY FURNACE



BALL MACHINE FOR COCOANUT, CREAM AND CHICLE



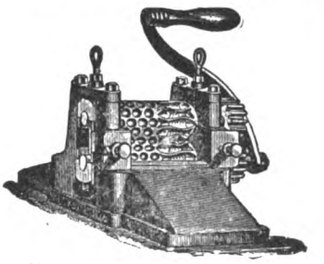
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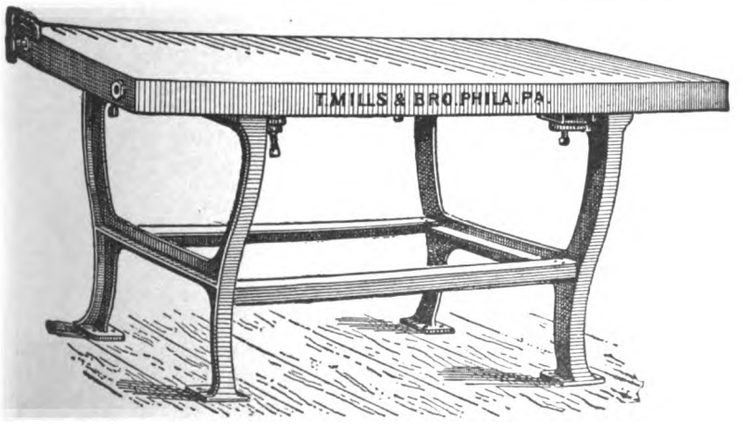
WATER MOULDS



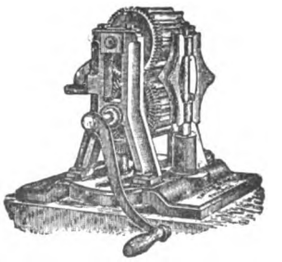
CLEAR TOY MOULDS



FRUIT DROP FRAME AND ROLLERS



MILLS CANDY COOLER



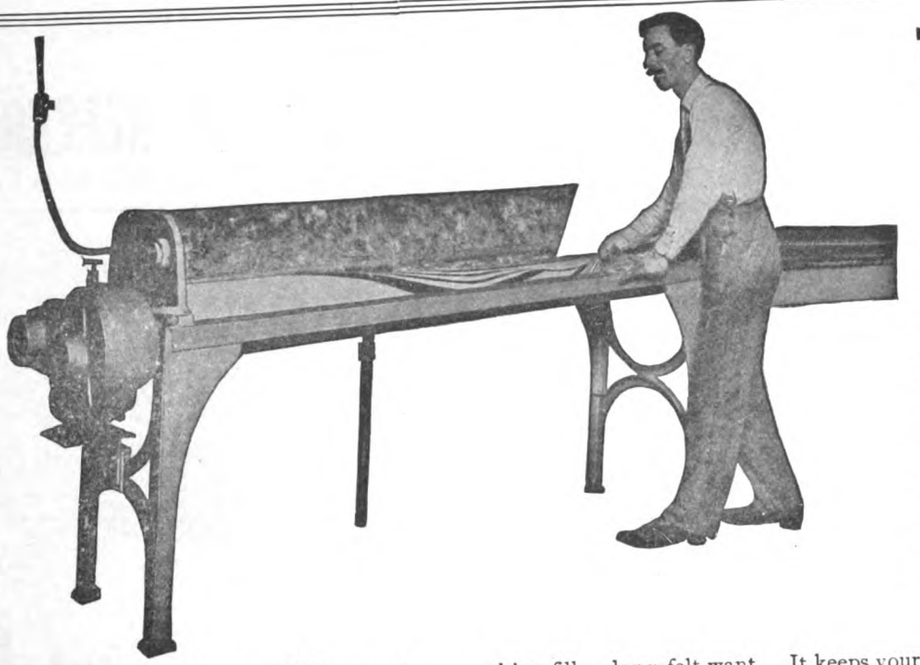
KISS OR LUMP CUTTING MACHINE

CATALOGUE SENT ON APPLICATION

Confectioners' Tools and Machinery — Ice Cream Manufacturers' Tools

Bakers' and Cooks' Tools

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The N. W. York Batch Roller

Patented March 18, 1911

A Great Labor Saving Device

All kinds of work are handled on this machine. Crystal Rock is made easy. All kinds of Mixtures, Taffy Goods, Kisses, or anything in the candy line that is to be kept round is done so with this machine. It is a wonder for Buttercups or all soft-center work. Soft-center goods will not break out of cover on this machine like they do on the old spinning board.

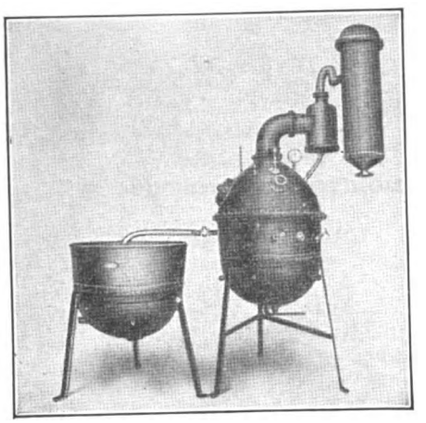
For making Little Sticks and all pure sugar goods, this machine fills a long-felt want. It keeps your batch at an even temperature all the time, and will operate either way at will of operator. Manufactured by

This machine will be sent to you on thirty days' trial. Why not give one a trial? Ask us about it.

EUROPEAN AGENTS:
W. H. BEERS & SON, Ltd., Imperial House, Kingsway, London W. C. 2, England.

C. C. YORK

225-227 E. Maryland Street, Indianapolis, Ind., U. S. A.

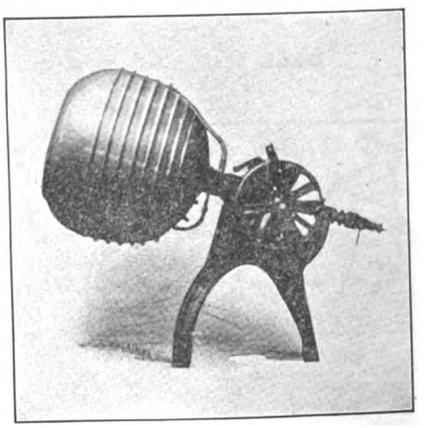


Latest Improved Vacuum Pan

We have been in Coppersmithing Business for generations hence our name

"KOPPERMAN"

Don't you think we ought to know how?

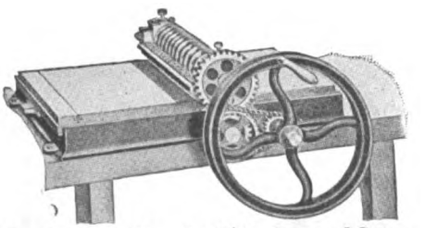


Revolving Pan

JOS. KOPPERMAN & SONS

Copper Work and Confectioners' Machinery

307-311 Florist Street **Philadelphia, Pa.**

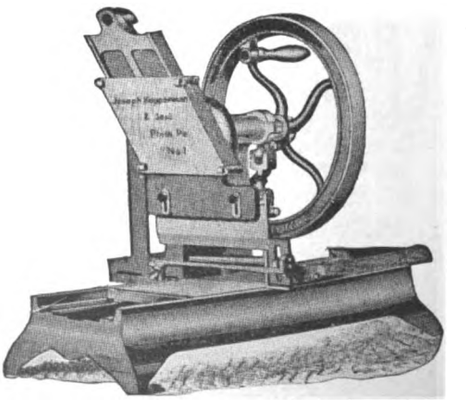


Hand Power Circular Knife Caramel Cutter

We manufacture any kind of Copper Kettle for steam or fire or vacuum *with or without mixers.*

All kinds of sizing, cutting, coating and cooling machinery

We furnish any piece of machinery used in a candy factory



Shearing Motion Cutter

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Simplex Vacuum Cooker Facts

THE Simplex Vacuum Cooker will make a better hard candy at a lower cost than is possible by any other known method.

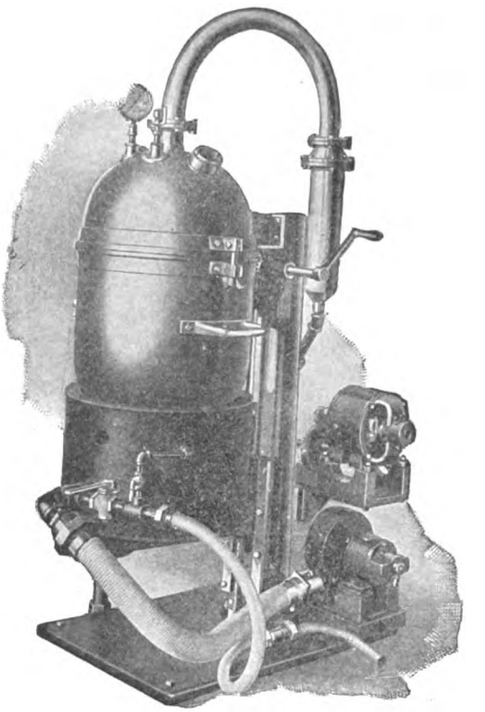
The flexibility of the Simplex Vacuum Cooker, recommends itself to the manufacturer who wishes to cook a variety of batches, both as to size and combination of raw material.

Using the Simplex Vacuum Process you will obtain **a clearer and drier candy** due to the moisture and air having been extracted by Vacuum, consequently when pulled and spun results in a **whiter** product and **more lustrous satin finish.**

Candy made the Simplex Way will not sweat from the inside, therefore, it will not stick; **it will keep longer.**

A great percentage of scrap can be used in the Simplex. A **larger percentage of glucose or corn syrup can be used** than in other methods, producing a better candy.

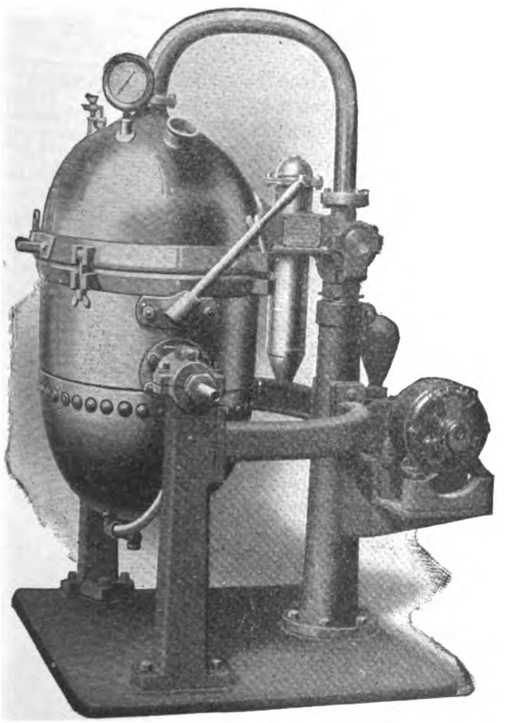
Candy made the Simplex Way will be sweeter because it is not cooked to a high degree over fire or steam, which dissipates the sweetness.



Simplex Gas Vacuum Cooker

(Process Pat. June 30, 1914)
Patents April 20, 1915, November 30, 1915

Space	Height	Power	Capacity; 25 to 100-lb. Batches	Weight
2x4 ft.	6 ft.	½ H.P.		1200 lbs.



Simplex Steam Vacuum Cooker

(Process Pat. June 30, 1914)
Patents April 20, 1915, November 30, 1915

Space	Height	Power	Capacity, 50 to 200-lb. Batches	Weight
4x6 ft.	6 ft.	½ H.P.		2500 lbs.

A batch cooked in a Simplex Vacuum Cooker is **ready to work immediately after it is poured on the slab.**

The machine is simple in design and made of the highest grade material. **It does not require mechanical knowledge nor skill** to operate it successfully.

The Simplex Vacuum Cooker has proved the test in years of successful usage among some of the highest grade manufacturers in the United States as well as in foreign countries.

OVER 400 IN USE

Vacuum Candy Machinery Co.

326 W. Madison St. CHICAGO, ILL.
74 Pearl St. JERSEY CITY, N. J.

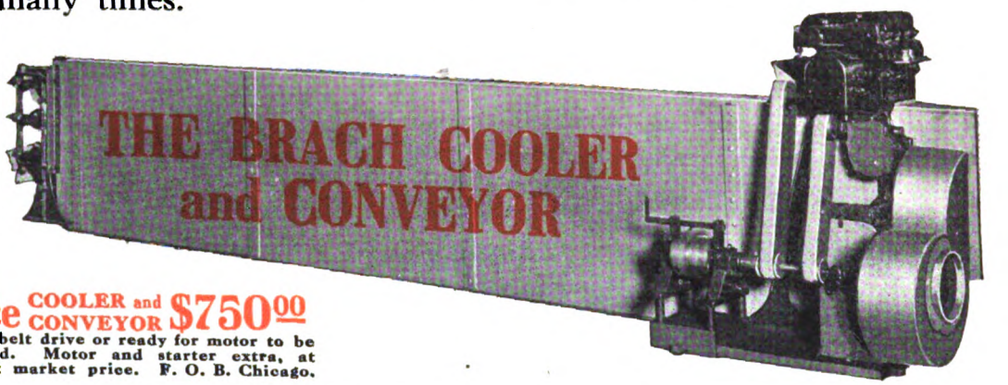
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The BRACH Continuous BUTTERCUP STRAW and WAFFLE MACHINE

This Is the Only Machine Made That Will Cut a Large Variety of Pillow Shaped Hard Candy Without Change of Machinery

High Speed—No Delays—Greatly Increased Output!
The very high speed of 1500, 3000 or 6000 pieces per minute is secured by the continuous, practically self-feeding operation. With a little experience, 100 pounds of soft or hard center goods can be turned out in ten minutes. One machine takes care of three sets of spinners, cutting down labor costs, saving space, and increasing your output many times.

Ask Any of Our 300 or More Satisfied Users!



Price COOLER and CONVEYOR **$750.00**
Either belt drive or ready for motor to be mounted. Motor and starter extra, at current market price. F. O. B. Chicago.

THE BRACH COOLER AND CONVEYOR is an exceedingly compact unit, occupying but about one-third of the space ordinarily used. used. It has the capacity of a straight convey or of 105 feet, if the goods comes out in a single line, or with web. But if used in connection with my Buttercup Machine, which cuts the goods off completely, allowing them to spread over the belt, the cutter running five times the speed of the conveyor belt, would give a cooling capacity equal to 525 lineal feet.

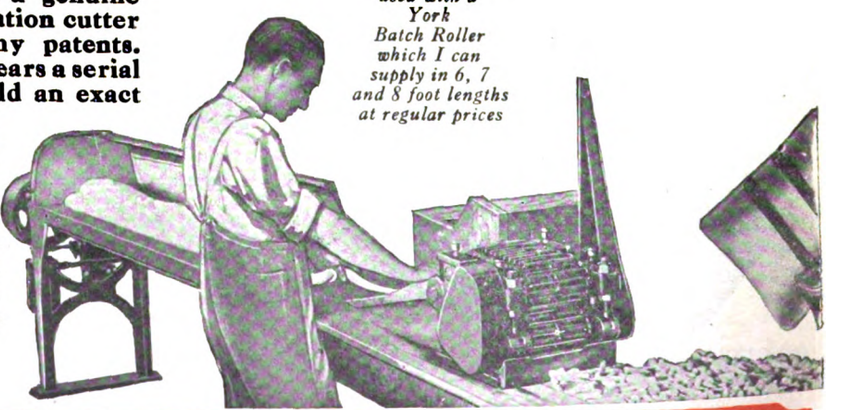
DIMENSIONS
Length . . . 17 Feet
Width . . 14 Inches
Base where motor and fan are connected is 30 inches wide.
Height . . 32 Inches

NOTE
Can furnish COOLER and CONVEYOR separate or in one compact unit connected with motor and starter to my Worm Gear Drive BUTTERCUP STRAW and WAFFLE MACHINE

WARNING!

On account of the extraordinary popularity of this machine, there is being made and sold as a genuine Brach machine an imitation cutter which infringes on my patents. NOTE—each machine bears a serial number of which we hold an exact record that we may know to whom every machine of our make is sold. To avert trouble make sure you are buying a genuine Brach Continuous Buttercup Machine. We will prosecute all sellers and users of infringements.

Showing a Brach Machine used with a York Batch Roller which I can supply in 6, 7 and 8 foot lengths at regular prices



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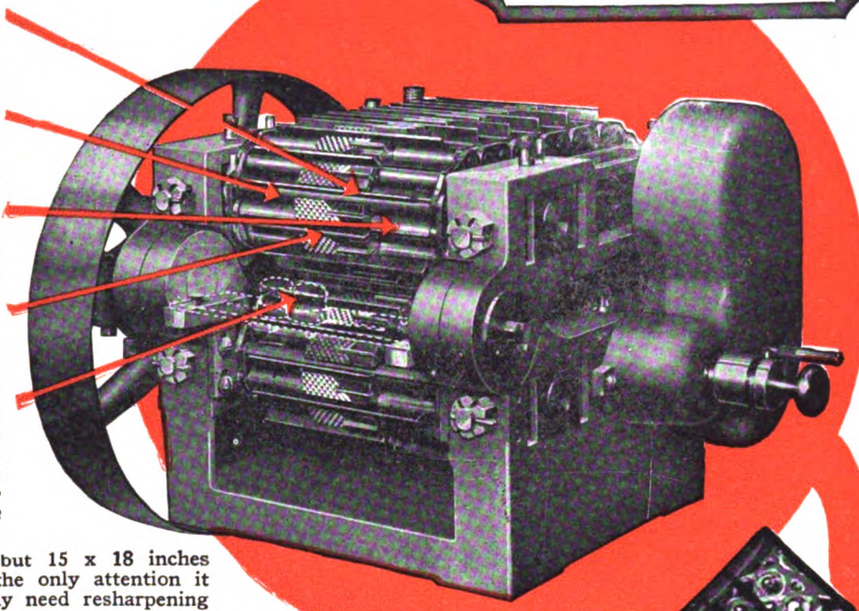
MY LATEST—The Worm Gear Drive

The addition of a worm gear drive to my latest model, which performs the work of four machines, makes it a model of efficiency.

1. ***Baby Kisses***—Any small piece 3/8 inch long and up to 3/4 inch wide are cut on this series of knives.
2. ***Pillows, Chips, Straws***—3/4 inch long and 1/8 to 1 1/2 inches wide are cut by this set of knives.
3. ***Straws, Chips, Pillows***—1 1/2 inches long and 1/8 to 1 3/4 inches wide are cut on this series of knives.
4. ***Waffles*** — 3/4 inch long and up to 3/4 inch in width are cut and stamped with this series of knives.



THE GUIDE — the only part of the entire machine that is changed.



THE GUIDE—indicated by dotted lines, and illustrated separately, has two peculiarly shaped knurls which may be so turned and separated as to regulate the batch to any width from 1/8 to 1 3/4 inches as desired. Adjustments are made by simple thumb screws. An experienced operator can feed the machine without using the guide.

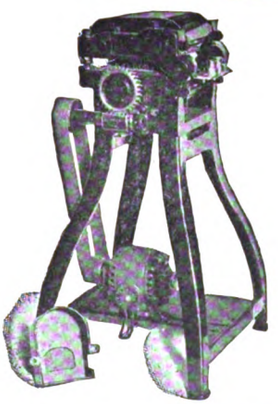
THE MACHINE MEASURES but 15 x 18 inches over-all. Once set up, oiling is the only attention it requires. The knives will probably need resharpening about every five years.

THE STAND SUPPLIED with every machine is strongly made of cast iron, and occupies a 36 x 36 inch floor space. The motor attaches to the stand of the new worm gear drive machine, being run with a short belt—a safety protection of importance.

SAVES SPACE: The small size and the great capacity of this machine, which enables several sets of spinners to use it alternately, saves 75% of your floor space—a very important item in reducing your production costs.

The BRACH Continuous Buttercup Straw and Waffle Machine with Stand — Costs Complete, $850, F.O.B. Chicago; with worm gear drive $900; motor and belt extra.

NOTE: I have a limited number of standard types or motors for the worm gear drive machines, which I will supply at current prices to buyers of this model.







EMIL J. BRACH

Confectionery Machinery

215 West Ohio Street

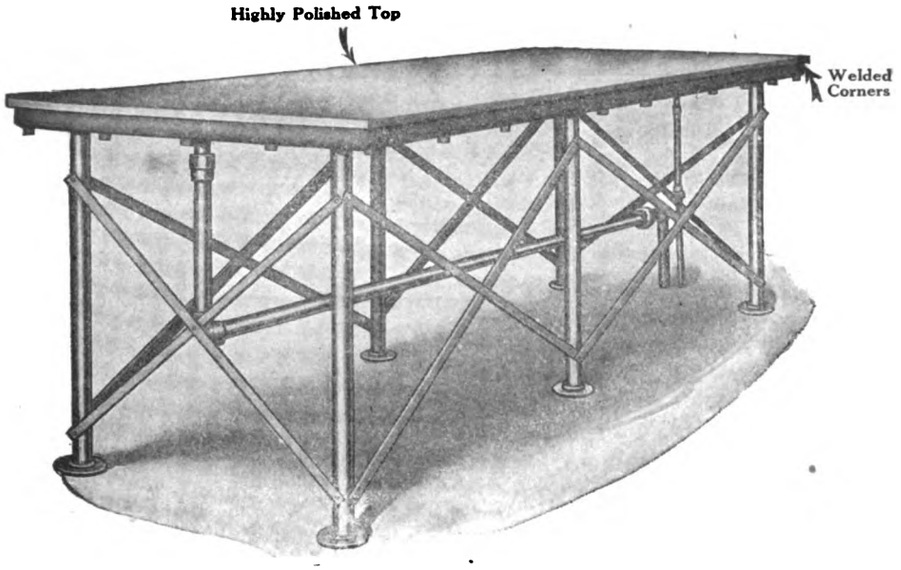
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30 DAYS FREE TRIAL

(In U. S. Only)

Arrange to have a machine sent you on 30 days' free trial and prove to your own satisfaction its labor-saving, profit-making qualities.

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ALL STEEL CANDY COOLER

Built to Last a Lifetime

No Hot Spots

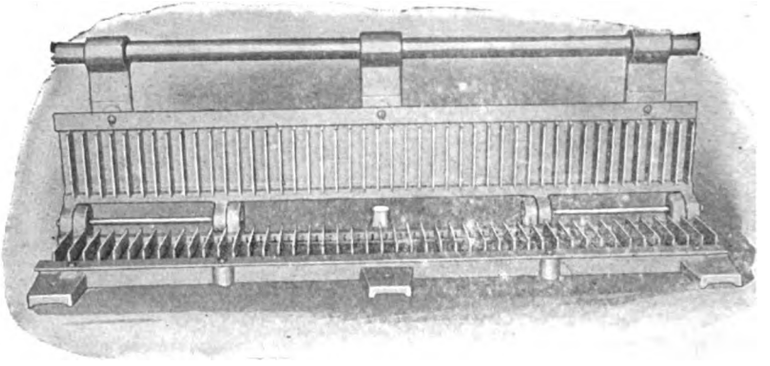
Made in all Sizes

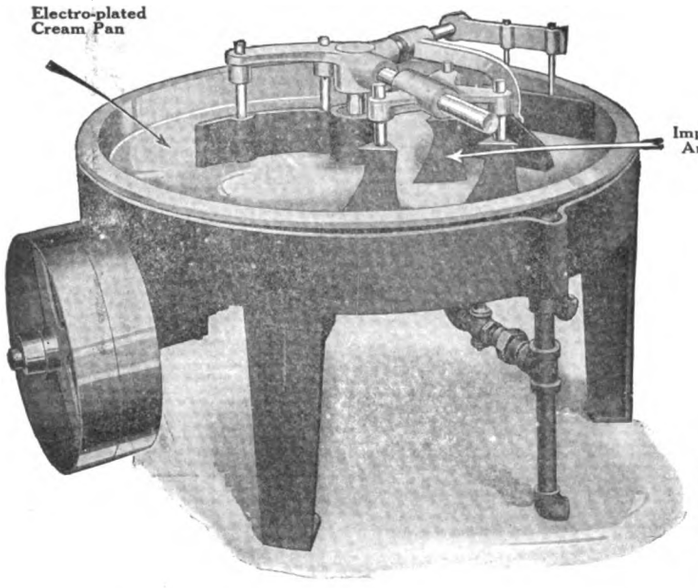
Shipped Complete with Stands

ADJUSTABLE BUTTER CUP CUTTER

32 inches long 186 Blades

Price $32.50





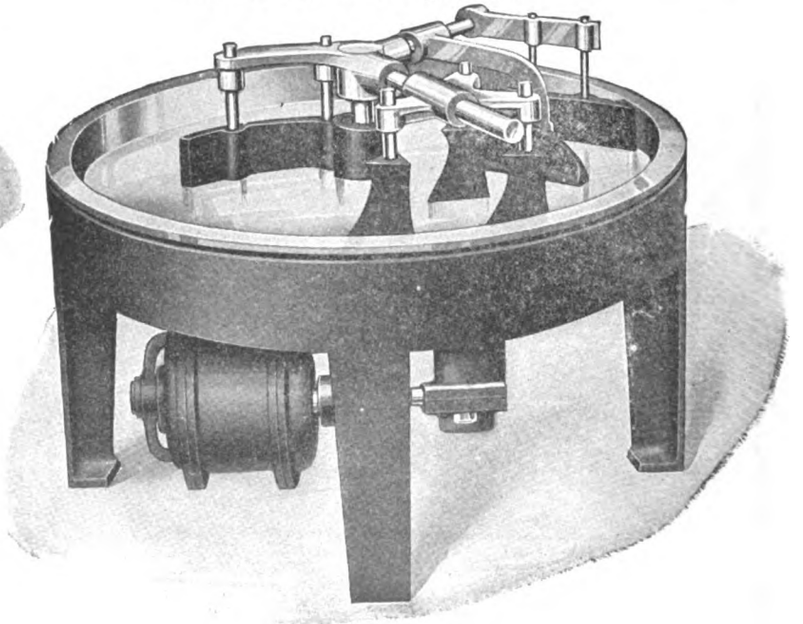
Superior Cream Beaters

Equipped with Steel Worm Gears

Made in 3, 4 and 5 foot sizes

3 and 4 foot Machines equipped for motor-drive have FABROIL GEARS—make less noise.

5 foot sizes equipped for motor-drive are made with DOUBLE WORM GEARS running in oil—noiseless in operation.



Write for further particulars

The Croll Mfg. Co.

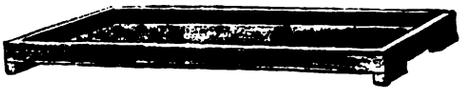
Candy Machinery

Bridgeport - - Connecticut

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BRASS AND IRON WIRE SIEVES



STARCH BOARDS



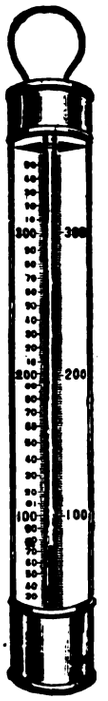
ADJUSTABLE STEEL CUTTERS



BON BON DIPPING POTS



COPPER KETTLES



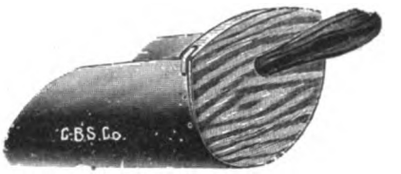
THERMOMETERS



CANDY HAMMERS



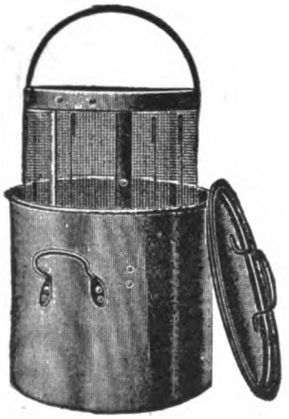
CANDY HATCHETS



SUGAR SCOOPS



CANDY SCOOPS



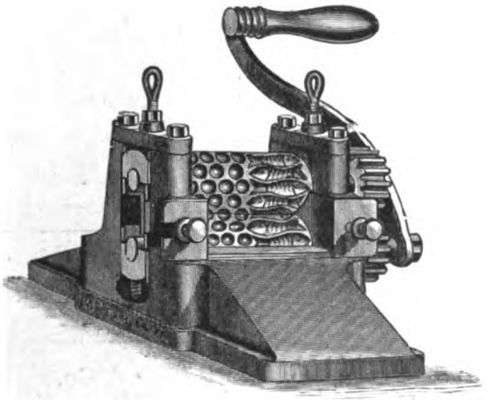
PEANUT FRYERS



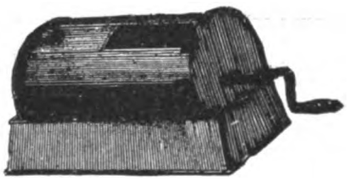
CANDY SHEARS



EGG WHIPS



FRUIT DROP FRAME AND ROLLERS



PEANUT ROASTERS



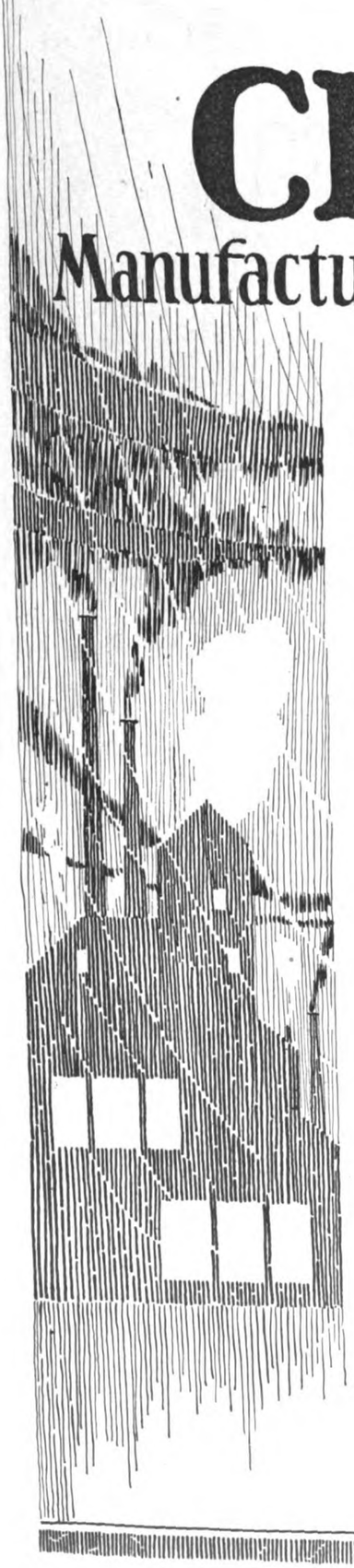
GAS FURNACES

SAVAGE BROS. CO.
2638-2646 Gladys Avenue
CHICAGO, ILL.

We Carry in Stock a Complete Line of
Confectioners' Tools and Machinery
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Climate
Manufactured to suit your Product



The System that Made the Guarantee Possible

The System:

The system which enables us absolutely to control the weather conditions inside your plant was developed thru 60 years work on heating, ventilating and Air Conditioning problems in every industry the world over.

The cumulative advantages gained thru this experience is built into every Fleisher-Sturtevant Air Conditioning Installation. Such experience cannot be purchased, but it goes gratis with every Sturtevant Air Conditioning System designed and installed by W. L. Fleisher & Co.

The Guarantee:

Written in every contract, whether you request it or not, is the following GUARANTEE:

> "II. In the event that the installation does not fulfill the operating guarantees, then we shall be given a reasonable opportunity to make such changes at our own expense as we may deem necessary.
>
> "If, after reasonable time has been given to make such alterations, the equipment continues to fail to fulfill the operating guarantees, then we shall refund all moneys paid to us on account of the installation, and shall remove the apparatus from the purchaser's premises at our own expense, thereby terminating this contract, and all liability of either party to the other for damages for any cause whatsoever."

And our installations have been so uniformly successful that we have never had to put this GUARANTEE into effect.

B. F. Sturtevant Co.
Hyde Park - - Boston



W. L. Fleisher & Co.
(Incorporated)
NEW YORK CITY
Design and Install All Sturtevant-Fleisher Air Conditioning Systems

Sturtevant
PUTS AIR TO WORK

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Upressit 1-lb. Jar

A Candy Jar Plus

TALKS RIGHT TO THE HOUSEWIFE

THE

Upressit

1 Lb. Multiuse Candy Jar

A Trade Builder for the Confectioner

The Housewife sees beyond the candy in the jar. She sees the jar in the kitchen on a shelf filled with sugar, salt, flour, coffee, spices and the hundred and one things the housewife has to store and preserve.

The Upressit Multiuse one-pound candy jar is designed to serve these many purposes. Made of crystal white selected glass—capacity 1 lb. hard candy or 21 fluid ounces.

AIR TIGHT
FITTED WITH MASON JAR RUBBER RING

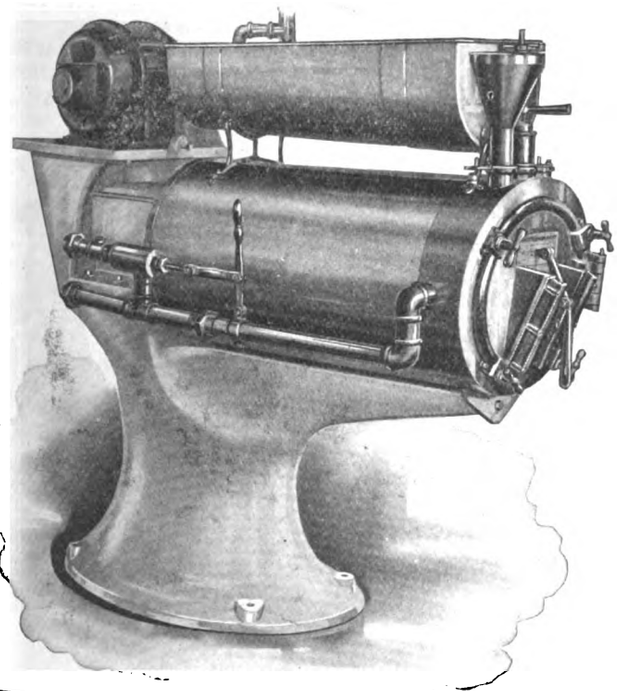
Send for sample case containing 7½ dozen jars complete with the "Cap that Captures." We carry a full stock of UPRESSIT candy containers.

Upressit Products Corporation

15-21 WILBUR AVE. LONG ISLAND CITY, N. Y.

Canadian Representatives,
Anglo American Agencies, Ltd.
43 St. Francois Xavier St. Montreal, Quebec.

SOUND AND HEAVY INSIDE AND OUTSIDE



The Emery Thompson is big and substantial, and is worthy of the thoughtful consideration of the Ice Cream manufacturers measuring up to the highest ideals in the development of fine Ice Cream.

Our big machine is an indication and the results of larger and finer Ice Cream production.

The very large double machine shown at the recent Conventions, with its widest capabilities, takes no more floor space than the single freezers.

Superior Ice Cream of higher character and finer qualities increases the demand for the best Ice Cream and the best machines to make it.

Machines that are built of that rugged material as in Emery Thompson Freezers, has the ensured endurance for big heavy Ice Cream production, and the stamina to last for many years to come.

"Write for catalog."

Emery Thompson Machine and Supply Co.

271-75 Rider Ave. (6-8 Canal Place, Bronx) New York City

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Getting the High Class Trade



The Panay equipped store, clean, orderly, inviting, attracts the highest type of customers—the kind who spend freely and buy in quantity. Nothing adds more to store appearance than a big Panay display. In sections—buy a few jars now and add others gradually. See how they preserve candy, save space, prevent waste, build better patronage. Write to us or any distributor for illustrated catalog.

Panay Sectional Show Case Co.

General Office, Milwaukee, Wis., U.S.A.

Eastern Office: Suite 815 Flatiron Building, New York City
Western Office: 313 S. Coronado St., Los Angeles, Calif.

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Butler
Butler Candy Co.
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M. C. Broughton
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Erie Drug Co.
Buffalo
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Cleveland
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The Weideman Co.
Greensboro
Gate City Candy Co.
San Francisco
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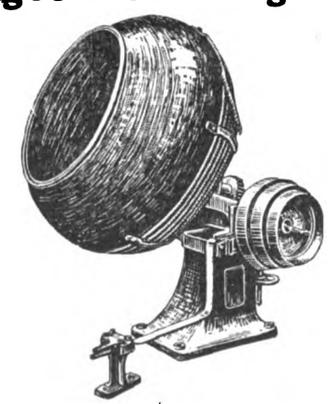
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Specialists in the Construction of Machines for Confectionery, Pastry Work and Chocolate Moulds

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Manufacturers of

TURNBULL'S AUTOMATIC WAFER CONE MACHINES
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TURNBULL'S SWEET CLOVER SUGAR CONES
TURNBULL'S PEERLESS CAKE CONES

We have been Manufacturing Automatic Cake Ice Cream Cone Machines for fifteen years



1922 MODEL

TURNBULL'S Automatic Cake Cone Machine

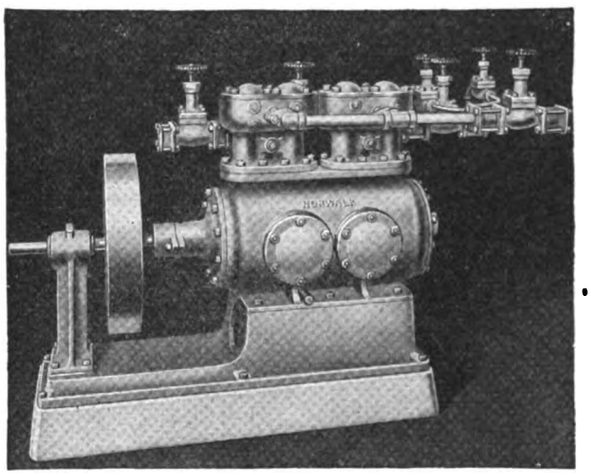
WE INSTALL our machines in your factory and teach you how to make cones

No expensive labor necessary in the operation of our Machines

Write for prices and information today so we can serve you in time for next season

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NORWALK
REFRIGERATING PLANT



Norwalk four-cylinder ammonia compressor with four-ton refrigerating capacity. By-pass valves and piping permit of applying two cylinders to one task while the other two are used simultaneously for an entirely different refrigerating or ice-making job.

The most important thing you can do when planning 1922 improvements is to investigate the Norwalk Refrigerating Plants. Through exclusive features of design, and up-to-the-minute reliability and economy they give you an entirely new standard of refrigeration efficiency.

Write us about your requirements. The fullest co-operation of our engineers is yours without obligation.

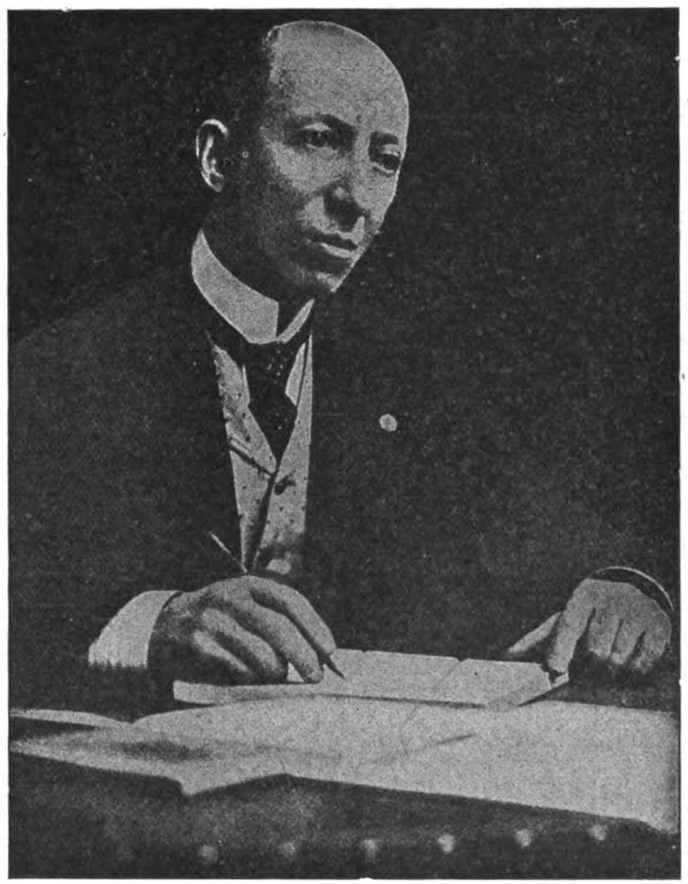
The Norwalk Iron Works Co.

PIONEER BUILDERS OF COMPRESSORS

SOUTH NORWALK, CONN.

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Obtain the Expert Knowledge Contained in

Jake Friedman's
Common Sense
Candy Teacher

with enlarged supplement

THIS book treats fully upon the Ice Creams, Ices, Sherbets, Punches, the Crushed Fruits for the Fountain, Pointers for the Fountain man. The Matzapan Almond Paste work. Pointers on String Rock Candy, Log Cabin Roll, Marshmallows, both moonshine and Egg. Pan work, its Principle and both smooth and rough work, Lozenge work, Cream work of all kinds, Hard Gums, Jelly Gums, Principal formula on A. B. Gum work. Crystallizing Gum work. Almond Paste work, Cream Almonds, Cordial work, Gum paste work, Cocoanut work, Cinnamon Imperials, Pearled Caraway seeds and Pearled work. Marshmallow Eggs, Chocolate Coating, Blending, hand coating. Pure Cream caramels and cheap Caramels, Icing for caramels and commercial Caramels. Sponge Candy, Nonpareils. New styles of Nut and Fruit Goods. Goods for all kinds of Party and Banquet work. Jelly work, A. B. Gum work. Fudges of all kinds and prices, Honeycomb work of all Kinds. Pop Corn Valuable pointers to the workman, to the Employer. Glace work, Novelties for Easter, Fourth of July, Valentine's Day, Decoration Day, and all Holidays. Hand roll cream work. Nougats, Nougatines, Chicle Chewing Gum, its Principle, Formula, Jelly beans, Jelly pan work. Hard goods all kinds, Bar goods of all kinds and types, Burnt Almonds and Peanuts, Jordan Almonds, Kisses, Taffies, Brittles, Bon Bon work, Fig Work, in fact the Candy work to date and pointers on Window display and Shop work.

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Ball Cream Beater and Cooler and Dayton Cream Beater and Cooler

Ball Beater
Patented



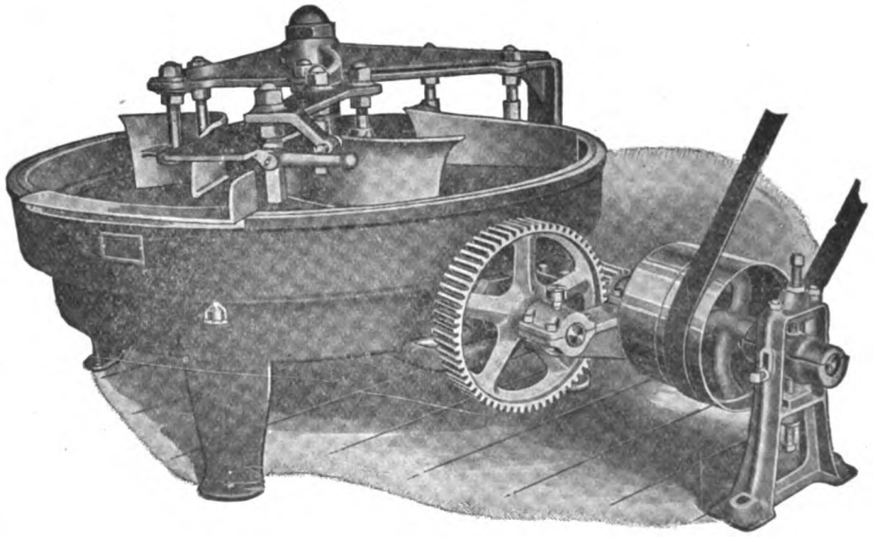
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BEST IN THE WORLD! **WHY NOT HAVE THE BEST?**

Every Candy Manufacturer Should Have One!

We shall protect
our Patents to the full extent of the law.



Dayton Beater
Patented

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VULCAN CANDY FURNACES

The VULCAN

Keeps one busy refilling trays

VULCAN-cooked candy sells as fast as you can make it, and that's pretty fast. For there are no cooking delays with a VULCAN Candy Furnace on the job.

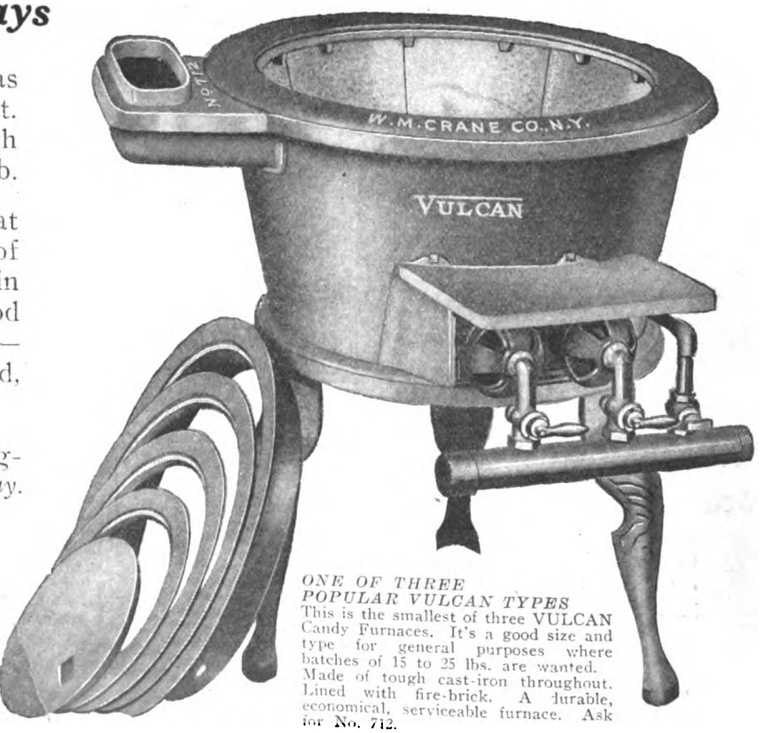
A quick, intense, steady heat that reaches sides as well as bottom of kettle turns out batch after batch in double-quick time. And it's all good candy, the kind that looks good—tastes good and builds up a good, ever-growing business.

The VULCAN folder shows a way to bigger candy profits. *Write for copy today.*

Wm. M. Crane Company

16-20 W. 32d St. New York City

Pacific Coast Distributor
Northwest Gas & Electric Equipment Co.
Portland, Ore.



ONE OF THREE POPULAR VULCAN TYPES
This is the smallest of three VULCAN Candy Furnaces. It's a good size and type for general purposes where batches of 15 to 25 lbs. are wanted. Made of tough cast-iron throughout. Lined with fire-brick. A durable, economical, serviceable furnace. Ask for No. 712.

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Plain Kettle



Vacuum Pan



Tilting Kettle

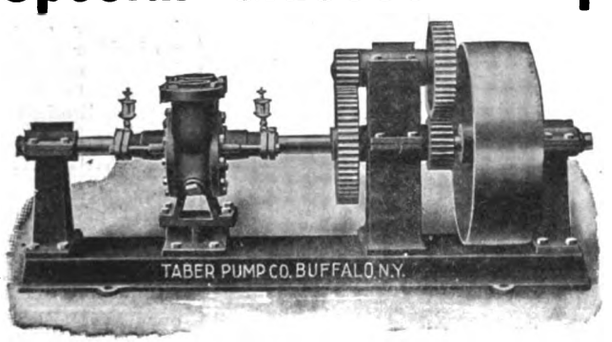
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Because Burkhard for over fifty years made a SPECIALTY of Copper Work for the CONFECTIONER; ESPECIALLY High Pressure Copper Jacketed Kettles, MIXERS, VACUUM PANS, REVOLVING SUGAR COATING PANS, for COOKING and MIXING—CREAM, GUM, CARAMELS, NOUGAT, MARSHMALLOWS, FUDGE, FRUIT PASTE, FIG PASTE, COCOANUT WORK, JELLIES, LICORICE, SUGAR COATING ALMONDS, PEANUTS, JELLY BEANS, CHEWING GUM, COCOANUT, Vacuum Pans FOR HARD CANDY and MILK CHOCOLATE, etc. THE BURKHARD PRODUCTS are RECOGNIZED as a STANDARD of EXCELLENCE as they COMBINE "SAFETY" and "SERVICE."

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WITHOUT HEATING — if necessary

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Also CHOCOLATE, CREAM, FONDANT, HOT and COLD SYRUPS, &c.

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¶ You and your competitor both pay for fuel to cook your candy and you both pay for labor to make your candy.

¶ If you can get more production than he out of the dollars you pay for fuel and labor, you have an advantage, *your candy costs you less per pound.*

¶ A poorly designed, inefficient furnace not only wastes fuel, but as well wastes labor. The greater that waste, the greater your loss. *If you are using an inefficient furnace your competitor may be getting the better of you.*

¶ If you are seeking lower production costs—If you want more pounds of candy for the dollar you spend for fuel and labor—*Ask us for our new book.*

MAKE BETTER CANDY FOR LESS MONEY

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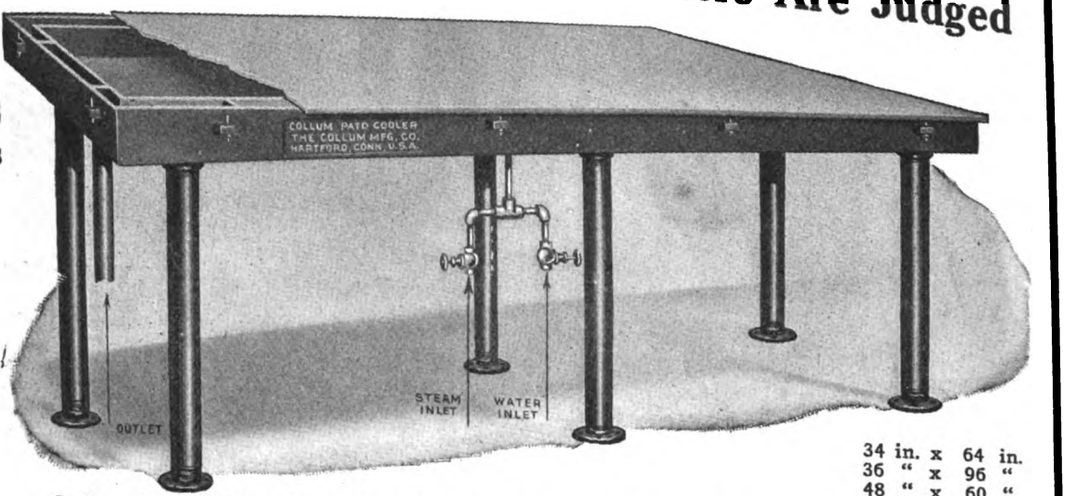
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The Standard By Which All Others Are Judged

The
New Perfected
COLLUM LINE
Improved Models

CANDY COOLERS AND CUTTERS
(PATENTED)



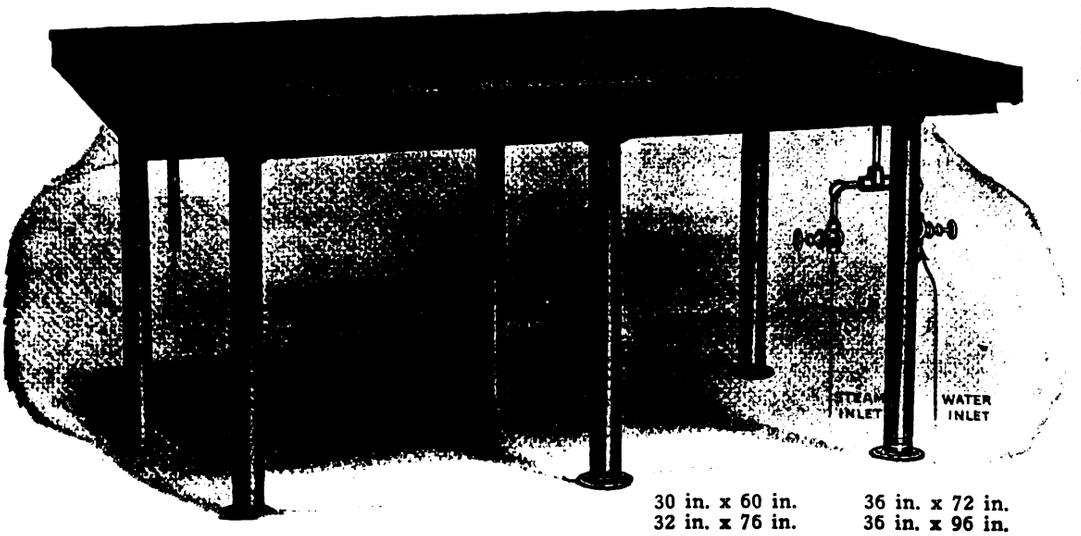
34 in. x 64 in.
36 " x 96 "
48 " x 60 "
48 " x 120 "

Collum's "PREMIER" Candy Cooler; Polished Steel Top; Cast Iron Bottom

A Record of a Half-Century is behind the great Success of THE COLLUM LINE

Scientific : Substantial : Enduring Construction

Once Used Never Displaced. Entire Satisfaction.



30 in. x 60 in. 36 in. x 72 in.
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Collum's "20th CENTURY" Candy Cooler; Polished Steel Top; Cast Iron Bottom

The interior construction of our Coolers provides a continual agitation of the Water-flow, ensuring the uniform Cooling of Surface, and with the provision for interior Heat-expansion prevents the formation of "Air Pockets", consequently overheating never occurs; no Rubber or other Packing employed; nothing to wear out; a lifetime of Service.

Our PREMIER is unquestionably the BEST of all Coolers, whatever the excellence of others. Where a Cooler of less Cost is desired, our UNIVERSAL or 20-CENTURY would be chosen, being constructed on very similar general principles.

WITH IRON STANDS, COMPLETE

THE COLLUM MFG. CO.

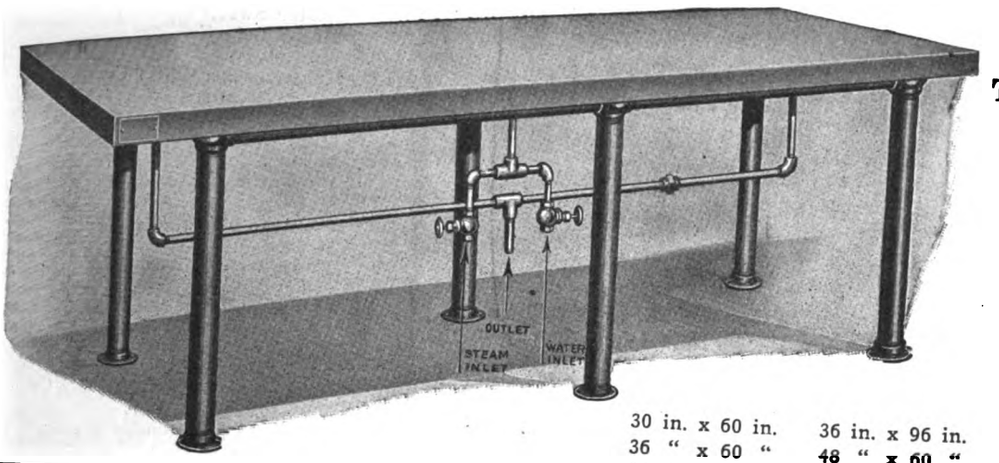
Manufacturers of CONFECTIONERS' MACHINERY AND EQUIPMENT

926 Main Street, Hartford, Conn.

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COLLUM COOLERS

Widely Imitated But Never Equalled



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36 " x 60 "	48 " x 60 "
34 " x 64 "	48 " x 72 "
32 " x 76 "	48 " x 96 "
36 " x 72 "	48 " x 120 "

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Faultless System of Inlet, Outlet and Circulation

Sanitary

Simple in Operation

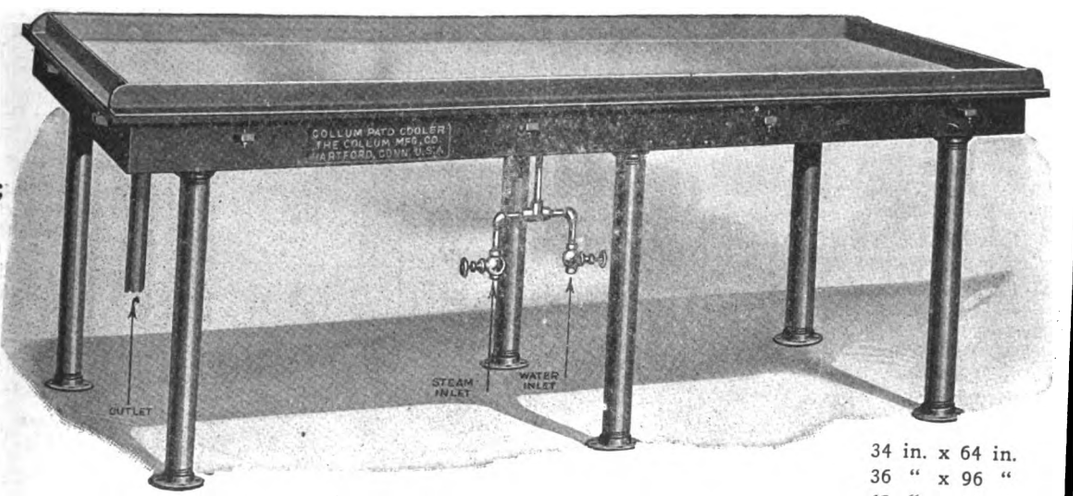
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Uniform, Unvarying Principle of Cooling Speed, Efficiency and Economy

Top Plates Readily Removed **Coolers Easily Cleaned**

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Cream Coolers
"Special"
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Iron Slab Stands;
Steel Slab Bars;
Adjustable Steel Cutters;
Peach Blossom Cutters;
Buttercup Cutters
Smooth Base Cutters;
Crimped Edge Cutters;
Waffle Cutters



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36 " x 96 "
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Collum's "PREMIER" Cream Cooler; Polished Steel Top; Cast-Iron Bottom.

Immediate Shipments. *For Further Particulars Write*

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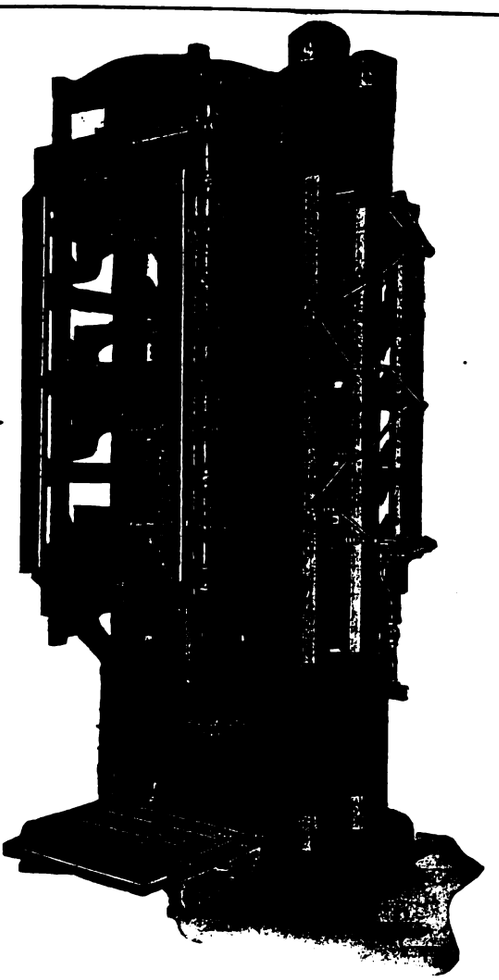
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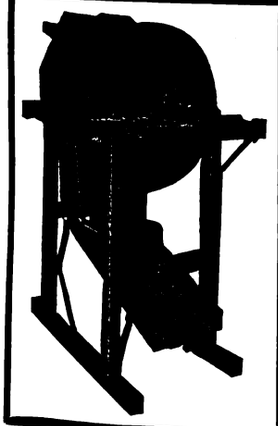
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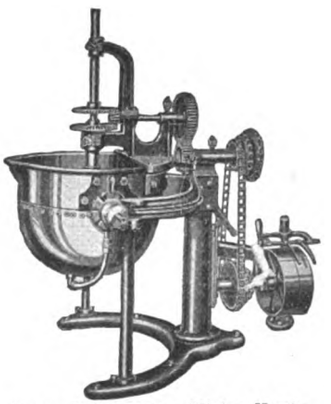
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Steam Jacket Mixing Kettle



A New Cream Melter



Steam Jacket Tilting Mixing Kettle

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More wooden pails are used as shipping containers for Candy than for any other commodity. We will be glad to tell you why.

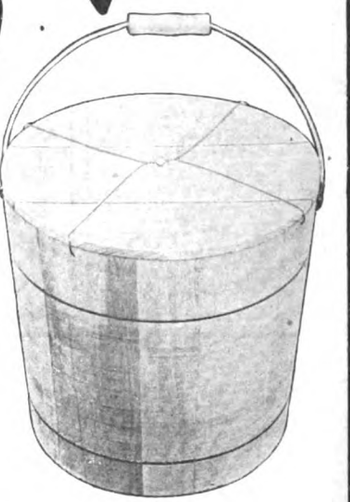
AS A manufacturing consideration it seems impossible that a Wooden Pail *(a practically indestructible shipping container)* can be made and sold for very nearly the same price as various containers requiring fewer manufacturing operations and made from cheaper materials.

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More than half the wooden Candy Pails used in the United States are made in our Plant.



MENASHA WOODEN WARE CO.

ESTABLISHED 1849

MENASHA, WISCONSIN

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Vol. XLVIII; No. 565
Established 1874

Philadelphia, Pa., February, 1922

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(eleventh edition)

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A practical guide to all branches of Candy Making.

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Specialties in Licorice and Confectionery

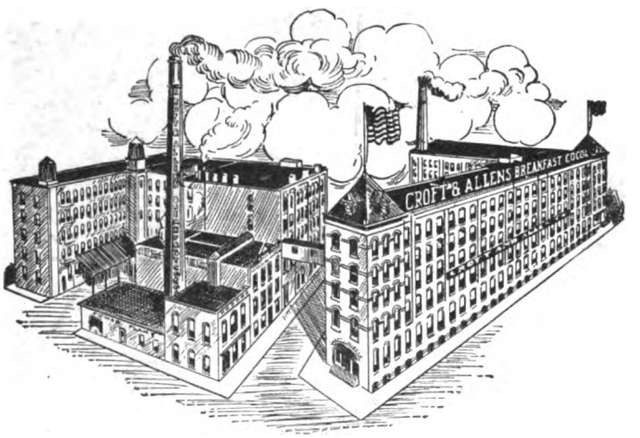
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500 Varieties of Penny Goods
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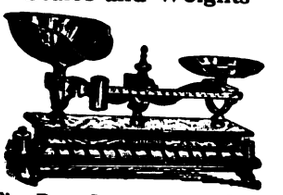
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Fine Brass Scales, Nickel-Plated Scales, Brass Weights, etc., etc.
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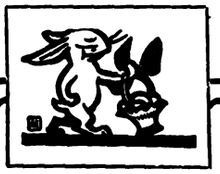
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Easter Rabbits
Easter Nests

Deliciously smooth and mellow. Prevents leakage in both hand rolled and cast goods.

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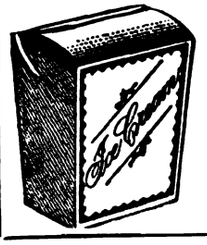
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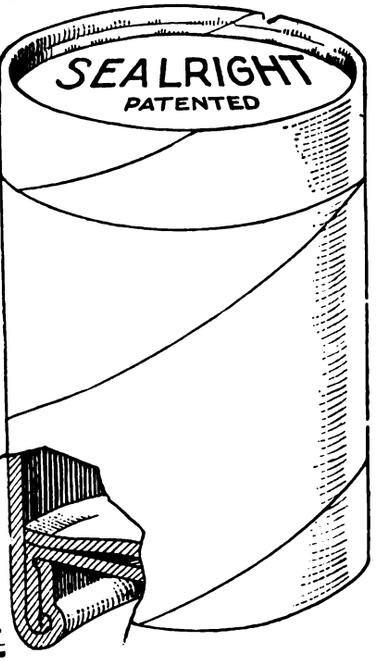
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Sugar Coated Raisins

G. CASALE & SONS
21 Dodworth St., Brooklyn, N. Y.

MARRONS

WINTER TIME IS MARRON TIME

Imported Whole Marrons in Vanilla Syrup, all ready for Draining and Glacéing.
Marron Pieces in Vanilla Syrup—for use in Ice Creams, Nesselrode and at the Fountain.
Try whole Marrons for Chocolate Dipping.

Europe's Favorite Confection

No really exclusive shop can afford to be without

Marrons Glacès
Marron Sundaes
Nesselrode, Etc.

Packed—
In No. 10 Tins—Net weight—**Marrons** (exclusive of syrup), 5½ lbs.
In No. 5 Tins—Net weight—**Marrons** (exclusive of syrup), 2¾ lbs.

MARRONS FOR SUNDAES—
6, ½ gal. Jars to Case

NESSELRO SUNDAE
The right mixture of Marrons and fruits blended with a special Rhum punch flavor—for the fountain.



G. B. RAFFETTO, Inc.
408-10-12 W. 13th St.
NEW YORK CITY

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THE CINCINNATI EXTRACT WORKS

Easter, April 16

Easter is only a few weeks away—order your

Fruit Centers For Easter Eggs

and for making all kinds of delicious Fruit Center candies. Make us your Easter headquarters.

Other Tempting Goodies for Your Seasonal Requirements

Small Select Maraschino Dipping Cherries
800 to 1400 count
red—white—green
hand pitted—melt the cream perfectly.

For 5-cent Eggs
WHOLE AND BROKEN CHERRIES
"Economy" with a capital "E"
LUSCIOUS PINEAPPLE WEDGES

melt the cream perfectly and promptly.
White—natural pineapple flavor
Green color—mint flavor
Orange color—orange flavor

Ripe, small **Pineapple Pieces,** in syrup, for dipping in cream and chocolate. Cut in small wedge shape pieces, easy to handle—no extra cutting to dip. Classy eating confection, about 1400 pieces to each gallon.

TENDER, PALATE-TICKLING PINEAPPLE HEARTS

Bright in color and as delicious as a Pineapple Fritter. New process. Packed in 25 and 50 lb. boxes.

GLACE CHERRY PIECES

Well-drained, bright color, superb quality.

BROKEN ASSORTED GLACE FRUITS

25 lb. pails.
Complete assortment of all first-class broken fruits.

PINEAPPLE PIECES—WHOLE GLACE CHERRIES

Something New For The New Year { SEMI-GLACE WHOLE CHERRIES / SEMI-GLACE BROKEN CHERRIES

A new Reyam Brand specialty that has no peer for dipping and center work. Entirely free from corn syrup —only pure cane sugar used in the process.

FOR ECONOMY—FOR QUALITY—FOR SERVICE
WRITE TODAY FOR OUR LOW PRICES

The Cincinnati Extract Works

422-424 W. Fourth St., Cincinnati, O.



Nowadays It Is Quality

with fair prices that count—ROBERTSON'S will make you friends and customers on that basis.

Made since 1820.

ROBERTSON CANDY CO.
New York

BRAD'S TIP TOP SELECTED WHITE RICE POPPING CORN TRIPLE WINNOWED BRADSHAW CO NEW YORK

POPPING CORN

Selected White Rice, also JAP hull-less, or Baby rice, 100 and 150 lb. sacks, spot stock or field shipments, sack, ton, or car lots.

Bradshaw Co.
New York

If

You Can Sell

any caramels, you can sell

Daisies

A sample will convince you
Write for it

E. H. Josselyn
714 N. Durham Street Baltimore

ROBERT KENNEDY

Manufacturer of

Narrow Silk Ribbons

456 Fourth Ave. NEW YORK

RIBBONZENE

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We Offer Complete and Attractive Line in Valentine, Washington's Birthday, St. Patrick and Easter Novelties

An Idea and Creation. Something Different in Window Showing for the purpose of displaying all kinds of Candies. MADE IN BOTH METAL AND WOOD COMBINATIONS

FANCY BOXES, including Hearts made from Paper, Silk, Satin Tapestry with Figures, &c.

BASKETS, in the latest Floral and Figure effects, lined, unlined and hand painted.

Dressed Dolls, in all the latest Fashions, and, with Electric Light Attachment.

Tin Boxes, oblong, round Paper covered and hand painted in great variety, both Flowers and Figure Designs of all of the latest up-to-date Sensations.

We are sole distributors in the United States and Canada for the original manufacturer of High Class Satin Hand-painted Plain and Pillow Top Candy Boxes. We will show most attractive and entire new designs in this line.

If you cannot call, it will pay you to write us for quotations, samples and particulars before placing your orders.

M. MICHAELIS & SONS 466 and 468 Broadway, N. Y.

BRANCH HOUSE: 229 South Second Street, PHILADELPHIA, PA.

Digitized by Google

Easter Specialties

The demand throughout the country for all kinds of **candies** will continue to grow during the **New Year,** but more rapidly than during the past year.

Our industry is again assured of an abundant supply of sugar and other raw materials at lower prices and we, therefore, are able to sell our products at reduced prices.

We request that those of our customers whom our salesmen do **not** usually **reach early** in the season kindly send us their orders as **soon** as **possible** for all those **EASTER SPECIALTIES** which they have found to be **good sellers** in many past years, and which they would like to handle again this coming season.

OUR EASTER SPECIALTIES

as well as **all our other confections,** will continue to prove, as they have for so many years past, to be

"THE BEST" { **EATING,** **SELLING,**

and

Most Profitable Goods for { **JOBBERS and** **RETAILERS.**

SUITABLE for all CLIMATES

We guarantee all our products to be absolutely free of all adulterants used by imitators of our goods and infringers upon our trade mark rights.

PH. WUNDERLE 118-132 Pegg Street, Philadelphia

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Chocolate Dipping Paper

PORCELAIN FINISH

Grade W

For hand work—NOT embossed:

500 lbs. 14c lb. | 250 lbs. 15c lb.

100 lbs. 16c lb. | Less 20c lb.

Stock Sizes

10x14 12x12 12x18

Grade 31

For penny and bar goods:

500 lbs. 14c lb. | 250 lbs. 15c lb.

100 lbs. 16c lb. | Less 20c lb.

Stock Size

15½x35

Grade K B

For high-grade Enrober Work:

500 lbs. 15c lb. | 250 lbs. 16c lb.

100 lbs. 17c lb. | Less 21c lb.

Stock Size

15½x35

Grade J

For hand work—PLAIN or to be EMBOSSED:

500 lbs. 18c lb. | 250 lbs. 19c lb.

100 lbs. 20c lb. | Less 23c lb.

Stock Sizes

10x14 12x12
10x35 12x18

Grade Y R

For high-grade Enrober Work—PLAIN or to be EMBOSSED:

500 lbs. 20c lb. | 250 lbs. 21c lb.

100 lbs. 22c lb. | Less 25c lb.

Stock Sizes

15½x35
15x35¾

ROLLS: Grade W can be furnished in 24" and 30" widths.
" 31 " " " " 15½" and 31½".
" KB " " " " 15½" and 31½".
" J " " " " 10-12-14-15-30" widths.
" YR " " " " 15-15½-23½-24-24½-30½-31½".

Average Cost Per Thousand Sheets—500-lb. Lots

Grade W—10x14	$3.08	Grade J—10x14	$3.60
12x12	3.08	12x12	3.60
12x18	4.90	12x18	6.25
		10x35	10.80

PLAQUE SIZES—Grade KB—15½x35	$13.50
" 31—15½x35	14.28
" YR—15½x35	17.60
15x35¾	17.60

SPECIAL SIZES MADE TO ORDER—SHEETS OR ROLLS

CHOCOLATE DIPPING PAPER

OUR PORCELAIN FINISH

gives the high finish on the bottom of chocolates so much desired. May be used many times. It will OUT WEAR any other paper on the market. Stock sizes, 10 x 14, 12 x 12, 12 x 18, 15½ x 35, and 15 x 33¾. ENROBER Papers, Sheets and Rolls with and without eyelet; plain or embossed. Odd sizes made to order. Order your Embossed Dipping Paper as early as possible to avoid delay Samples cheerfully sent on request.

CARTER, RICE & CO. (Corporation), BOSTON, MASS., U. S. A.

EMBOSSED DIPPING PAPER QUOTATION GIVEN ON REQUEST
ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE

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Washburn's

COCOANUT BISCUITS *and* MACARETTES

have been the country's standard for over sixty years.

Recent increases in manufacturing capacity now enable us to fill all orders promptly.

Bigger Pieces
Better Prices
Quick Shipments

F. B. Washburn & Co., Brockton, Mass.

Established 1856

Digitized by Google



Right where you need it at the critical moment

A timely sales stimulant for packaged candy—the Tinsley Display Container

WHEN the customer is standing at the counter ready to buy—that's when you want to give him a final reminder to choose *your* product.

The Tinsley Display Container does that very thing. It's the final selling force which moves your goods. It is one of the finest salesmen you can have—the *only* salesman who meets the customer face to face.

For many of the best known candy products, this unique Container is proving its value as a real builder of sales. The vice-president of a nationally famous candy company found that when he put his goods on the counter in Display Containers, there was *an increased demand of from 50 to 150%!*

Automatically transformed into a display

The mere act of opening the Tinsley transforms it into an effective display. There's no other place for it than the counter—and it's so attractive that dealers are glad to put it there.

The Tinsley Container is made only to your individual order. You can obtain it lithographed in any colors, to fit any product. Send us a box of your product as at present packed, and we will submit without charge a Tinsley Display Container, especially designed for your goods.

For the candy maker, Gair Service also covers all the essentials of modern package merchandising: Folding boxes, Labels, Lithography, Corrugated and Solid fibre shipping cases.

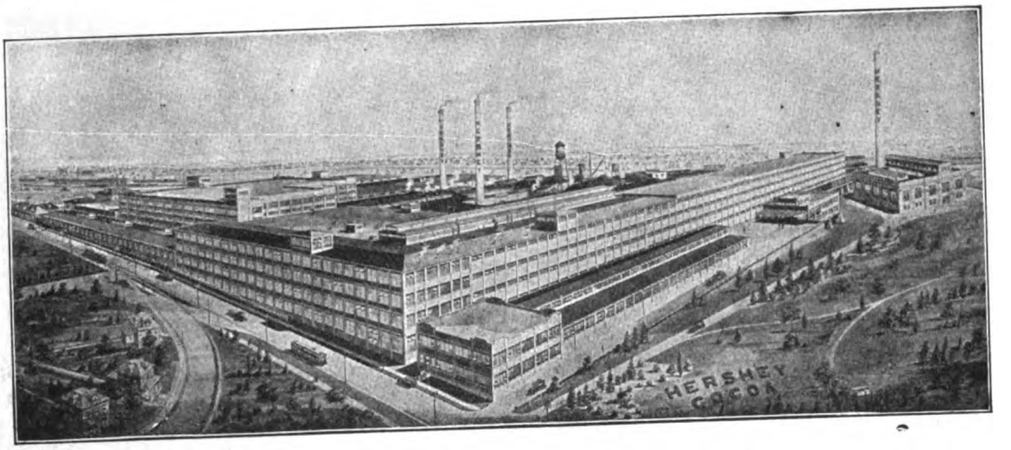
The new Gair Service Booklet will interest every shipper of confectionery. Send a postal for your copy today!

ROBERT GAIR COMPANY

350 Madison Avenue, New York

CHICAGO PHILADELPHIA BOSTON BUFFALO

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Chocolate Coated Ice Cream

This popular combination has swept the country like wild fire from coast to coast, and we think every manufacturer who does not get into the game while the getting is good is making a serious mistake. In our opinion, Milk Chocolate eats best on Ice Cream and after many experiments in our Laboratories we have finally produced a very satisfactory Milk Coating for this purpose which is ready for use. Of course, your success in this matter will largely depend on the quality of chocolate used, and as we have for more than twenty years enjoyed the reputation of making the best MILK CHOCOLATE, our advice is to start right by using HERSHEY'S.

Any quantity from a case to a train load ready for immediate shipment.

Prices and samples on request.

MILK COATINGS *SWEET COATINGS* *LIQUORS* *COCOA BUTTER*

HERSHEY CHOCOLATE COMPANY
HERSHEY, PENNA.

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LA CELLOPHANE

(Reg. U. S. Pat. Off.)

"The peerless package wrapping paper"

A transparent protective wrapper, which may be either brilliant or subdued, according to the result desired.

FRANZ EULER & CO.
173 LAFAYETTE STREET
NEW YORK

You Get the Benefit

OF OUR NEARLY

40 Years' Experience

THROUGH OUR

Co-operative Service

Bring Your Flavor Problems to

Foote & Jenks
EXPERT FLAVOR SPECIALISTS
Jackson, Mich.

ANNOUNCING
THE NEW

JUMBO WONDER

The Penny Piece Without a Rival

We are NOW at your service with this remarkable line of

EASTER GOODS

Milk Choc. Bunnies
Choc. M M Jelly Eggs
Choc. Peanut Eggs
Choc. M M Rabbits
Jelly Eggs
Colored Eggs of all sizes

WALTER W. DE BEVOISE

163-165-167-169-171 Carlton Ave., Brooklyn, N. Y.

Manufacturer of Candies that sell.

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Keystone Features

KEYSTONE BRAND

Pineapple
Cubes and Wedges
For Dipping
—all flavors



The inimitable Keystone process insures proper cordializing when you use this selected pineapple.

Just right to insure toothsome, dainty candies.

Dipping Cherries

The kind that makes every piece of candy a work of art. Firm, ripe fruit of selected quality. All counts.

Glace Fruits

All kinds. Perfectly prepared.

Dept. C-1

Keystone Fruit Products Co.

Cincinnati, Ohio

UNION EXTRACT WORKS

Our 40 years experience has taught us there is always a buyer for a quality product.

Try some of our leaders

Roman Punch Flavor Egg Nog Flavor
Raspberry Fruit Flavor Maple Flavor
Honey Flavor Vanilex

WRITE FOR PRICES

WIDMAYER & JUNGLING

successors to

MERGENTIME & LAMM, 158 Chambers St., N. Y.

MATTHEWS BROS.

MAKERS OF

Plain and Fancy Candy Boxes
Cartons and Folding Boxes

OF ALL KINDS

115 HOPKINS PLACE

BALTIMORE, MD.

PAPER BAGS

For Peanuts, Bulk or Bar Confections—Plain or Printed in 1 or 2 Colors

GLASSINE BAGS
CANDY BAGS
PEANUT BAGS
WRAPPING PAPER OF ALL DESCRIPTIONS
TISSUE PAPER
EXCELSIOR TISSUE
TWINES, ETC.



KIRCHHEIMER BROTHERS CO.

DEPT. B.

Ohio and Kingsbury Sts. CHICAGO, ILL.

DARCO

REG. U.S. PAT. OFF.

The Refining, Purifying, Deodorizing, Decolorizing

C A R B O N

HIGHLY EFFICIENT — AMERICAN MADE

Candy manufacturers and bottlers are invited to consult with our experts, who will be pleased to explain how DARCO effects great economies in production.

DARCO CORPORATION

(Controlled by Atlas Powder Company)

WILMINGTON, DELAWARE

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The great event of 1922 in the Confectionery Industry will be the

National Confectionery and Associated Industries Exposition

Coliseum, Chicago, May 22-27

CONVENTIONS OF THE

National Confectioners' Association, May 24-26
Associated Retail Confectioners of the United States May 22-24
National Jobbing Confectioners' Association, same week.

That means, Everybody will be there. Many of the concerns that supply the Confectionery trade as well as Manufacturing Confectioners and Chocolate Manufacturers have already secured space at the Big Show, as will be seen from the following list as of January 15th.

Aluminum Co. of America
American Oven & Machine Co.
The Aridor Company
Atlantic Gelatine Co.
Joseph Baker Sons & Perkins Co.
Bear-Stewart Company
Bendix Paper Co.
Blanke-Baer Extract & Preserving Co.
Emil J. Brach
Bucyrus Copper Kettle Wks. Co.
Candy Craft Shops, Inc.
Candy & Ice Cream
Candy Jobber
The Candy Manufacturer
Clarke's Candies
A. M. Collins Mfg. Co.
Confectioners Journal
Confectioners Mercantile Agency
The Conley Foil Co.
Cordley & Hayes
Downey-Turnquist & Co.
Essex Gelatine Co.
Fortune Products Co.
Franklin Sugar Refining Co.
Gallanis Brothers
J. W. Graf & Co.
Grand Rapids Label Co.
Haug & Company, Inc.
Hobart Mfg. Co.
Hudson Mfg. Co.
Ideal Cocoa & Chocolate Co.
Improved Appliance Co.
International Confectioner
Kay-White Products, Inc.
Kearns-Gorsuch Bottle Co.
H. Kohnstamm & Co.
Lehmaier Schwartz & Co.
Listerated Gum Corp.
Merrell-Soule Sales Corp.
Milwaukee Paper Box Co.
Milwaukee Printing Co.
National Aniline & Chemical Co.
National Licorice Co.
National Seal Company
Northwestern Confectioner
E. & A. Opler, Inc.
Henry H. Ottens Mfg. Co.
Panay Horizontal Show Jar Co.
Paramount Machinery Co.
Runkel Brothers, Inc.
F. J. Schleicher Paper Box Co.
S. E. Schonwasser Company
H. Schultz & Company
Seneff-Herr Co.
Sethness Company
Harold A. Sinclair
Smith Scale Company
Snows Candy Corp.
Soda Fountain
Stadler Photographing Co.
Wm. J. Stange Co.
Swift & Company
Tin Decorating Co.
United Chemical & Organic Products Co.
Vacuum Candy & Machinery Co.
Voorhees Rubber Mfg. Co.
Vortex Mfg. Co.
L. Weiscopf
John Werner & Sons, Inc.
White-Stokes Company
H. O. Wilbur and Son
Williamson Candy Co.

You will want to have an exhibit at the Confectionery Exposition, of course, but if you want any special location you should act quickly and write or wire the

EXPOSITIONS COMPANY OF AMERICA

1362 Congress Hotel, Chicago, Illinois

Telephone Harrison 205

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EASTER SPECIALTIES

The kind Jobbers and Retailers will feel proud to sell, and Consumers enjoy to eat.

Penny Choc. Cocoanut Cream Eggs 120
In 30 lb. Pls. and 5 lb. Bxs.

Penny Choc. Marshmallow Eggs 120

Penny Choc. Rabbits 120

Crystal Bunnies 120
Vanilla & Strawberry

5c Choc. Cocoanut Cream Eggs
Unwrapped

5c Lucille Hand Coated Choc. Eggs
in the Following Flavors
Cocoanut, Pineapple, Fruit Sherbet and Maple Walnut

5c Carmelo Eggs, Marshmallow and Caramel

5c Lucille M. M. Eggs

5c Choc. Nut Eggs

5c Assorted Wrapped Fruit Eggs
Strawberry, Pineapple, Cocoanut and Maple Walnut

WONDERFUL LINE OF DECORATED EGGS IN ALL SIZES
5c, 10c, 15c, 25c, 50c, 75c, $1.00, $1.25, $1.50, $2.00 and $2.50

SEND YOUR ORDERS TO US. **OUR SALESMAN WILL CALL.**

HEIDELBERGER CONFECTIONERY CO.
1610-30 N. MASCHER ST. **PHILADELPHIA, PA.**



STAND-UP
for Caramels



Gives better results than Caramel Paste or Caramel Cream at considerably less expense. Caramels in which **Stand-Up** is used will always cut free, never become sticky, and have that delicious chew so desirable in this class of goods.

Stand-Up does not contain one ounce of Glucose or Corn Syrup which usually forms the main ingredient in all so-called Caramel Creams or Pastes.



Samples or Sample Order Shipped Promptly

HENRY H. OTTENS MFG. CO., INC.
129-131 S. Front St., Philadelphia, Pa.
Canadian Factory: 3 Jarvis St., Toronto



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LOOK FOR THE NAME



Exact size—Weight, 3 oz.

Michelbach's

Avoid Imitations—
insist on MICHELBACH'S Original Fruit and Nut Loaf

This specialty is a winner and a big repeater. It is packed full of the finest varieties of fruits and nuts, together with the finest grade of cream and coated with chocolate.

Let us know your requirements and we will quote you price and advise when we can ship.

Packed full of Fruits & Nuts



Made of Cherries, Pineapple, Black Walnuts and Cream, Coated with Chocolate and wrapped in tin foil.

For Easter Trade

This article is also being made in the shape of an Easter Egg.

WRITE FOR SAMPLES

E. MICHELBACH & SONS

Philadelphia, Pa.

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"A Five-Cent Feast"

Here We Are Again Folks!

Ready to serve you—*better than ever*—in 1922. With seven floors, efficiently equipped to produce the fastest-selling *five-cent specialties* and *penny goods* on the market.

We'll "deliver the goods" immediately—or send samples on request—on any or all of the following GOLD BRAND specialties:

5c Bars	How Packed	Cartons per Case
SPANISH NOUGAT	24s	54
Chocolate Covered Nougat	24s	54
Peanut Crisp	24s	54
Chocolate Covered Peanut	24s	54
Twin-Roll	24s	54
Chocolate Marsh-Caramel Bars	24s	54
Penny Goods		
SPANISH NOUGAT	120s	56
Peanut Crisp Bars	120s	56
Assorted Mints	100s	56
Peanut Chew Squares	240s	56
Assorted Kisses	360s	30
Bulk Goods		
SPANISH NOUGAT	5 lbs.	40
Stuffed Dates:	5 lbs.	30
Walnut, Almond, Vanilla, Cream Cocoa, etc.		

Start the New Year PROFITABLY by sending in your order today!

GOLD BRAND CONFECTIONERY, Inc.
BOSTON, MASS.



GOLD GB BRAND

NOUGAT BAR

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Make Your Boxes Pay a Profit

Every self-respecting confectioner keeps his store spick and span from the rear to the front door. That is as it should be—makes a good impression on the customer—but, just a minute, does the good impression last beyond the front door?

Remember this—your candy is a part of your store so with every sale you send part of your store into somebody's home.

Climax, the original high grade folding box has carried more than a thousand million pounds and half pounds of candy into American Homes.

Climax Boxes carry the good impression of your store beyond your front door and advertise you so long as a piece of candy remains in the box.

Why use an inferior box which is an expense when Climax Boxes will turn the money you pay for packages into a profitable investment?

Write us for samples and prices. Perhaps you could use a set of our window display cards. Write our Service Department.

WHITNEY & COMPANY

114-124 WATER ST. LEOMINSTER, MASS.

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Unqualified Approval

Only marshmallows of a uniform, dainty texture receive the unqualified approval of the critical public.

Marshmallows of that quality require the best of ingredients, especially a gelatin of a known standard and uniformity.

Unusual manufacturing and service advantages permit Swift & Company, to offer a gelatin of a superior quality, graded to your requirements, at the time that you want it, and at a reasonable price.

We shall be very glad to answer your inquiries concerning our grades and prices.

Swift & Company
U. S. A.

WAREHOUSES:
Chicago Cleveland Cincinnati Philadelphia
Minneapolis St. Louis Baltimore
Atlanta Buffalo



Digitized by Google

It is time now to place your order for

HAEHNLEN'S HARDENER

See that your chocolate-covered Easter goods are protected.

See that they keep better, look better and don't turn gray.

Write for Full Particulars---It Will Pay You

Manufactured by
L. S. Haehnlen
3817 Wyoming Ave., St. Louis, Mo.

Sole Distributors
Haug & Co., Inc.
295 Broadway, New York, N. Y.

VAN-MUL

A HIGHLY CONCENTRATED VANILLA

Made of **MEXICAN BEANS** and Fortified

Will Not Freeze or Cook Out

3 drams (10 cents) Flavors 100 lbs. Candy
¼-oz. (7c) Flavors a 5½-Gal. mix of Ice Cream

MANY SATISFIED USERS

Can be made into an Extract by adding warm water—1 pound makes 2 gallons.

PRICE—PER POUND

1 pound Containers $5.00
5 pound Containers 4.50
Special Contract Price ORDER NOW

True Fruit Extracts

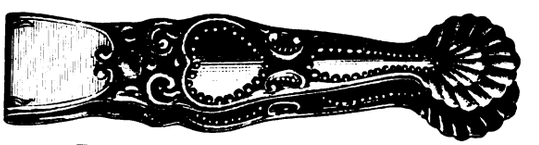
STRAWBERRY, RASPBERRY, BLACKBERRY, LOGANBERRY, PINEAPPLE
APRICOT, PEACH, GRAPE, CURRANT, CHERRY

$7.50 per gallon in 6-gallon cases—one kind or assorted.

Downey-Turnquist & Co.
Manufacturing Chemists
SODA WATER FLAVORS TRUE EXTRACTS
537 N. Dearborn St., Chicago, Ill.

CANDY TONGS, SPOONS AND FORKS

Made in gold or silver finish. Give that desirable finishing touch to a high grade box.



Pattern No. 189 for 1 lb. boxes



Pattern No. 79 for ½ lb. boxes

We also specialize in embossed seals and bon bon cups, tinsel cord, box mats, etc. Let us know your wants.

William W. Bevan Co.
54 High Street, Boston, Mass.

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WILBUR'S
CHOCOLATE
COATINGS

Wilbur Quality
FOR EASTER NOVELTIES

April 16, 1922

for CHOCOLATE EGGS

We suggest for the Finer Lines Superb, Caracas, Acme and Paragon Chocolate Liquors.

For Popular Priced Goods: Concord and Tioga Liquors; Brandywine Vanilla, Aldine Vanilla, Triumph, and Nonsweet Chocolate Coatings.

for CHOCOLATE BUNNIES

We suggest Meadowbrook Vanilla, M. C., and Sweet Clover Milk Coatings.

H. O. WILBUR & SONS, INC.
PHILADELPHIA, PA.

CORN PRODUCTS REFINING CO.
CONFECTIONERS CRYSTAL
CORN SYRUP
(UNMIXED)
U.S.A.

Unexcelled for Cooking Qualities

Corn Products Refining Co.
17 Battery Place NEW YORK

Oil Lemon
Oil Orange
Oil Peppermint
Oil Sweet Birch
Vanillin
Coumarin

TRUE FRUIT FLAVORS
CERTIFIED COLORS

H. C. RYLAND
ESSENTIAL OILS
52 Laight Street, New York
Chicago Office: 2704 Greenview Ave.

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Fill These Boxes With *Your* Candy

THEN WATCH SALES JUMP

You can "*speed* up" your sales right *now* by showing these boxes in your windows, filled with *your* candy. There's no question about it—people do *want these boxes*—because they have a thousand and one uses, after the candy is gone.

Put yourself on record as the merchant who is a couple of jumps ahead of his competitors. That always means *more business* for you. Phone, telegraph or write your order today.

SPRING CHICK BOX

In any quantity	1 lb. size	$20.00 per 100
In any quantity	2 lb. size	$20.50 per 100

NASTURTIUM BASKET

In any quantity	2 lb. size	$20.50 per 100
In any quantity	5 lb. size	$33.50 per 100

Dep't. H
THE TIN DECORATING COMPANY OF BALTIMORE, MD.
(The Largest Metal Decorating Plant In The World)
MANUFACTURER OF

TINDECO
Decorated Tin Packages



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PINWHEELS

If you are not handling it, ask your Jobber friends about it.

Packed in the bullet box.

Penny size, 120 count, for the young people.

In 5c packages, containers of 24, for the grown-ups.

F. M. PAIST COMPANY
PHILADELPHIA, PENNA.

LOWNEY'S

5c and 10c

Cream, Solid and Nut Chocolate Bars

fill every need in any jobber's line of bar goods and are open for the general jobbing trade throughout the country.

Inquiries and Business Solicited

The Walter M. Lowney Company
427 Commercial Street
Boston - Massachusetts

The House of Penny Goods
Announces New Easter Numbers

PLACE YOUR ORDER NOW FOR IMMEDIATE DELIVERY

TWO NEW NUMBERS
Big Sizes—Big Sellers

5c KIKI BARS Packed 24
Center of Cocoanut and coated with chocolate

5c TANGERINE BAR Packed 24
Marmalade center coated with rich chocolate

Penny Choc. Cream Eggs Packed 120
Penny Choc. M M Rabbit Packed 120
2 for 1c M M Eggs . . . Packed 240
2 for 1c Clear Candy Eggs Assorted, Packed 240
2 for 1c Peanut Butter Eggs Packed 240

Easter Prize Novelties . Packed 150

LEWIS BROS.

Monroe and Lafayette Streets NEWARK, NEW JERSEY

Digitized by Google

Planters MILK ALMOND CLUSTER BAR

10c

24 BARS PER BOX
40 BOXES TO CASE



It's rough, but it's good. It contains more Almonds than any other almond bar and is covered with the **most tasteful milk chocolate.** Compare its weight—break up a bar, see the amount of almonds; taste it and then you will follow those jobbers who are now selling it successfully. It is different from the usual almond bar—it has superior value and superior merit. Place them right and the **Consumer Will Buy,** be satisfied and come back for more. Another innovation much appreciated is the fact that they are unwrapped—**the taste is in the bar,** not the wrapper.



Reg. U. S. Pat. Off.

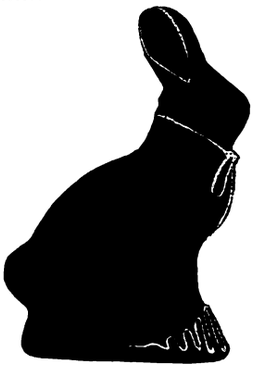
F. O. B. Wilkes-Barre—New York—Chicago—Boston

PLANTERS NUT & CHOCOLATE CO.

Wilkes-Barre, Pa. Suffolk, Va.

New York Boston Chicago San Francisco

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Bacon's List of Easter Novelties

10c. Choc. Cream Rabbits
10c. Choc. Cream Fiddlers
10c. Choc. Cream Hogs
10c. Choc. Cream Cats
10c. Choc. Cream Roosters
10c. Choc. Cream Squirrels
5c. Choc. Cream Rabbits
5c. Choc. Cream Porkers
5c. Choc. Cream Crosses
(All Goods Are Solid)

Full Line of Easter Eggs from 5c to $5.00, Plain and Decorated

PENNY CHOCOLATE CREAM EGGS
PENNY CHOCOLATE M M EGGS

Manufactured by
The D. Bacon Company, Harrisburg, Pa.
Write for prices.



THE HIGHEST ATTAINMENT in Marshmallow making. Distinctly superior in texture, flavor, package and keeping quality.

Well advertised in popular magazines. Quick sellers. 1 lb. and ½ lb. boxes. 5 lb. cartons.

Rochester Candy Works, Rochester, N.Y.



PINEAPPLE CUBES

FOR DIPPING

6 FLAVORS - 6 COLORS

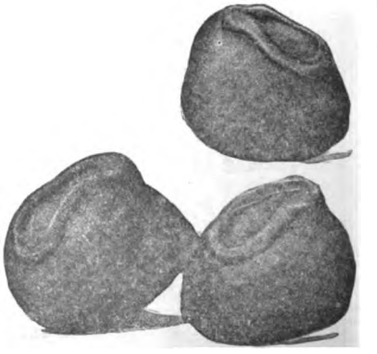
CREME DE MINT	GREEN
ORANGE	ORANGE
MARASCHINO	RED
LEMON	LEMON
NATURAL	NATURAL
GRAPE	PURPLE

Packed in
No. 12
(Gal.) Cans
Gallon
Glass Jars

Wonderfully Delicious!



Two Sizes
800-900 Count
1000 Count
1100-1200 Count

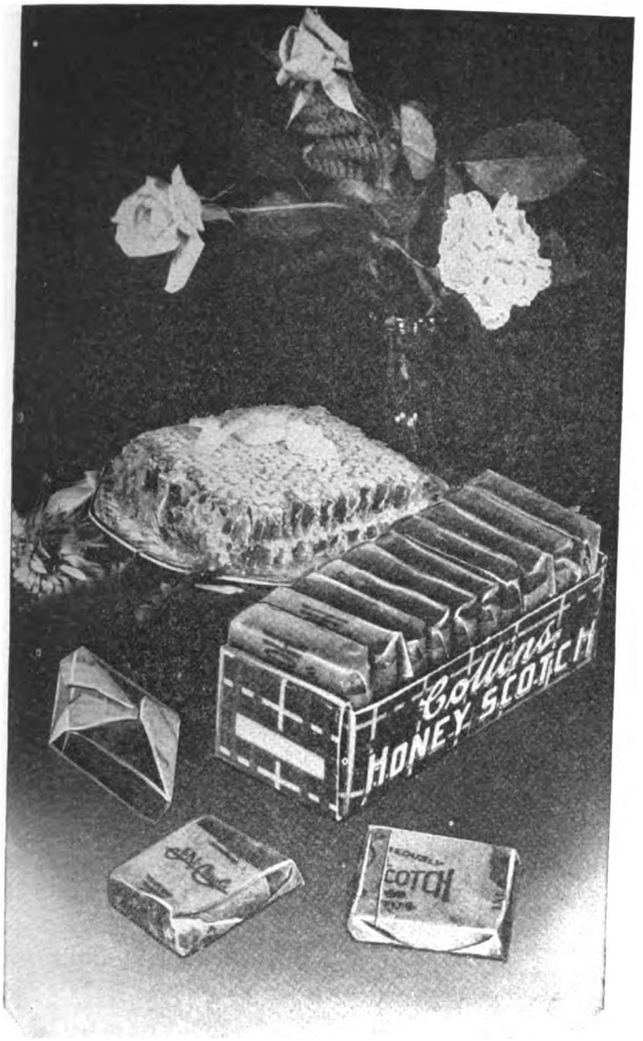


Processed right to cordial when cream dipped and chocolate covered
(Note illustration)

Order a case—6 cans assorted flavors—*Today*
Prices and results will more than please you.

Blanke-Baer Extract & Preserving Co.
3224-34 South Kingshighway St. Louis, Mo.

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Collins HONEY SCOTCH

(*Improved Butter Scotch*)

A quality candy specialty. Six years of constantly increasing sales. Sold by jobbers from coast to coast and from Minneapolis to New Orleans.

The Scotch Without Regrets For Summer Trade

5c 10 pieces to a boat
30 boats to a box
24 boxes to a case
Also bulk, in 10 and 20 lb. cases

Samples and Prices on Request

J. N. COLLINS CO.
Minneapolis, Minn.

The "Cracker Jack" Line of

1c and 5c Easter Goods

IT is impossible in this advertisement, to more than suggest the range of our line. It is a comprehensive one, and includes a large variety of Easter Specialties such as

5¢ Cherry Creamed Choc. Coated Eggs

Also



1c and 2 for 1c Chocolate Marshmallow Eggs and Rabbits

1 for 1c Marshmallow Chicks
5 for 1c M. M. Assorted Novelties
3 for 1c Clear Easter Toys

Special Assorted Cases

We have provided well-selected assortments of one-cent and five-cent pieces, which jobbers can offer as ready sellers to the trade.

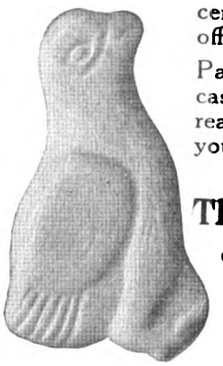
Packed in convenient sized cases, these assortments can be readily marked and shipped to your customers.

Ask for our illustrated list

The Cracker Jack Co.

Makers of
Cracker Jack, Angelus Marshmallows and "RELIABLE" Confections

CHICAGO-BROOKLYN



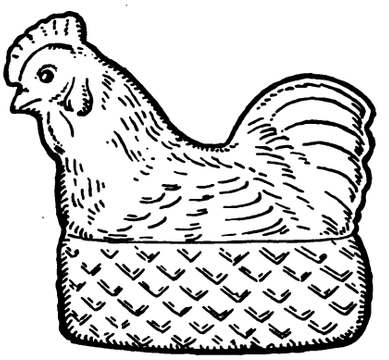


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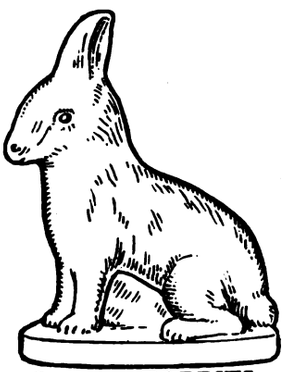
J. E. McGOLRICK
BROKER IN
COCOA-BEANS COCOA-BUTTER
75 FRONT STREET NEW YORK CITY

FOIL
Plain, Embossed and Mounted
FOIL of QUALITY
STANDARD ROLLING MILLS, INC.
383 Hudson Ave., Brooklyn, N. Y.

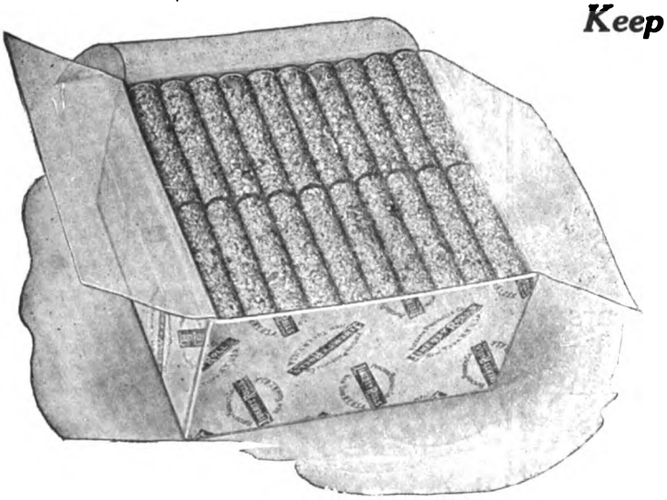
Place That Order Now!
FOR
Ice Cream Pails, Egg Boxes
Brick Ice Cream Boxes
Folding Candy Boxes
Pastry and Cake Boxes
—— BRIGHTWOOD SPECIALTIES ——
THE EDWARD S. SMITH CO., Inc.
437 Berkshire Avenue
BRIDGEPORT, CONNECTICUT


One cent HENS

Easter Novelties!
Between these two,
Are profits for you.
Samples and prices
To Jobbers only.
J. W. GLENN
Original Manufacturer
PURE CHEWING GUM NOVELTIES
65 Carroll Street Buffalo, N. Y.


One cent RABBITS

Keep your trade well supplied with
LIBERTY ROLLS
REG. U.S. PAT. OFF.



POPCORN CIRCLES
and
KRISPO BARS
PACKED 120 COUNT

The "Steady Repeater" of the Popcorn Industry

Manufactured and Guaranteed by
The Popcorn Products Co., 1 Desbrosses St., New York

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I Challenge the *Biggest* of 'Em



to produce a concentrated, artificial Vanilla that equals, or even *approaches,* in flavor, or in potency, my superb—

Vanisco

One gallon does the work of 22 gallons of Vanilla extract and does it BETTER, because the flavor is *richer,* and—

"The Flavor Lasts"

One ounce flavors 200 lbs. of candy or 40 gallons of Ice Cream—wonderfully!

Vanisco

has *proved* its case, year after year for many years.

Hundreds and hundreds of live candy manufacturers, big and little, now *tie* to Vanisco—won't trifle with any other Vanilla at *any* price.

How come?



Because I camped on their trail till I just *made* them give Vanisco a *test*—and the test opened their eyes to what they had been missing.

Now "Billy Bell" can have anything they've got. They used to call me a "dang little nuisance," now they call me their best friend.

That's why so many salesmen of competing extract houses ask me for a chance to handle my line.

As one applicant said: "Billy, the only way for a salesman to win is to *pick winners;* and Vanisco is so hard to sell *against* that I'm just itching to show the rest of my trade what a winner you've got. Too durn many of 'em know it now for my comfort and that's why I'm here."

Test it, Brother Candymaker

Single Gallon $28.00
Single Pint 4.25

The Tisco Company

WM. M. BELL, Pres.
2 East Lake St., CHICAGO

Northwest Office
523 Metropolita Life Bldg.,
Minneapolis, Minn.

Southwest Office
208 E. Myrtle St.,
San Antonio, Texas

TISCO
MASS

concentrated Soluble Flavors

2 oz. to 100 lbs. Candy or Icing. Increase gloss on cream Bon Bons and Patties. Minimize splitting of Cream Centers. Add to finish of Hard Candies. Give body to syrup.

Price Per Pint

Lemon $4.00
Orange 6.00
Peppermint 5.50

Tisco Mass Flavors are not Oils, Emulsions or Extracts. Made only by the Tisco Laboratories.

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DELFT

THE WORLD'S BEST FOOD GELATINE

HAROLD A. SINCLAIR, 160 Broadway, NEW YORK

DISTRIBUTORS:

W. G. AHERN
40 Court St., Boston, Mass.

H. A. JOHNSON CO.
221 State St., Boston, Mass.

C. E. RIDDLE
Emerson Tower, Baltimore, Md.

ROCKHILL & VIETOR
189 N. Market St., Chicago, Ill.
Frank Z. Woods, Manager

BLANKE MFG. & SUPPLY CO.
214 Washington St., St. Louis, Mo.

NOYES BROS. & CUTLER
Park Square, St. Paul, Minn.

LEE-GREEFKENS CO.
31 Drumm St., San Francisco, Cal.

MILES MANUFACTURING CO.
944 E. Second St., Los Angeles, Cal.

BENJ. HOLLAND & CO.
1112 Western Ave., Seattle, Wash.

W. P. DOWNEY
83 Grey Nun St., Montreal, Can.

"Price is a relative term—Quality always a concrete fact."

In July 1920, I sent out a circular to the trade announcing Delft Gelatine and closing with the following:

"P. S.—Preserve this preliminary notice and remember I will later prove the following facts relative to Delft Gelatine:

"Lowest in Bacteria.
"Purest on analysis, when analyzed by the American Official Method.
"Color, sweetness, clarity, jelly, superior to the bulk of Gelatine now in use."

And now the proofs are coming in.

A well-known food-control official writes us:

"I am sending you the final test of your gelatine. You will note that Delft tested very excellently in ALL respects."

An important confectioner writes us:

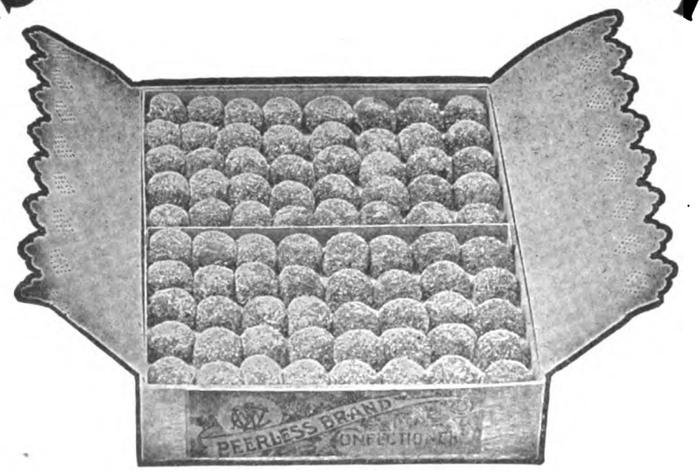
"We appreciate very much the reductions that you have made recently in the price of your goods. These gelatines are very satisfactory."

Other letters from prominent manufacturers all over the country tell us that they are saving money by using Delft Gelatines, and getting far better results in their products.

We shall be glad to send you samples and prices.

Harold A. Sinclair

PEERLESS BRAND JELLY DROPS



New Tray Package

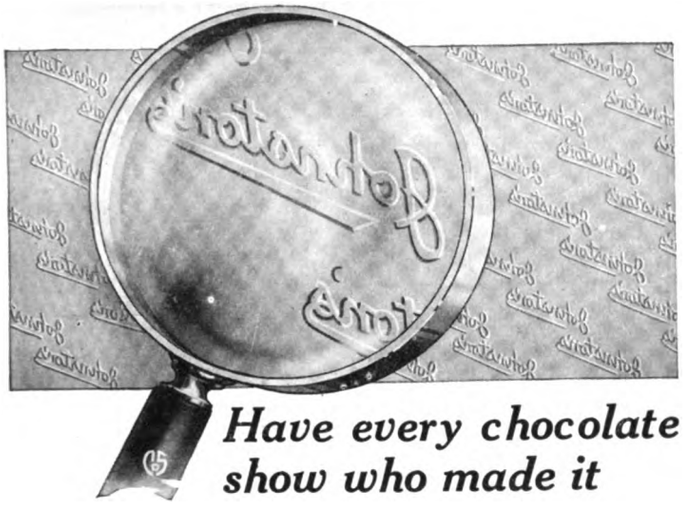
Every Drop Perfect

BEST ON EARTH

Manufactured Exclusively by

WILLIAMSPORT CANDY MFG. CO., Williamsport, Pa.

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Have every chocolate show who made it

Use Embossed Dipping Paper

so that your name or trade mark is imprinted on every chocolate you make

A PERSON buys some candy. It happens to please him particularly well. He wants to know who makes it, so he can ask for that brand again. Your name is on the bottom of each piece. The next time that person buys candy he asks for yours. The dealer is getting calls for *your* goods.

It prevents substitution, too.

And EMBOSSED DIPPING PAPER doesn't cost much more than the plain. If you are interested, just let us tell you just how much it will cost you. Send us your trade mark. If you haven't any, we will get one up for you.

Or if you have any other confectionery paper problem, *put it up to us.* We're in business for that purpose.

SHIELD BRAND PRODUCTS

Dipping Papers Plain or Embossed
Waxed Paper Printed or Plain
Box Liners and Dividers
Pail Liners and Boards
Mats

TPC CHICAGO

Bar Wrappers Foil, Glassine, or Waxed Paper
Glassine Papers Plain, Embossed or Colored
Bon Bon Cups
Glassine Bags

WRITE

The F. C. Traver Paper Co.

358-368 West Ontario St., CHICAGO



Good 5c Sellers

Attractive displays of neat foil wrapped bars stimulate a customer's appetite—satisfy that desire with the fine eating quality of NECCO and you get repeat sales. There is Good Profit in Necco Quality.



OTHER NECCO BARS

Cherry Red	Pineapple Loaf	Maple Pecan
Vanilla Almond	Maple Walnut	Vanilla Walnut
Cocoanut Cream	Vanilla Pecan	Pecan Fudge

ALL PACKED 24s



A wide variety of high-grade Chocolates, Sherbets, Pan Work, Gum Work, Cream Work, Pure Sugar Lozenges, Wafers, Hard Candies, Chocolate Covered Cream Bars and Penny Chocolates, also bear this trademark of quality.

Trade Mark Reg. U.S. Pat. Office
Necco SWEETS
New England Confectionery Co. BOSTON

New England Confectionery CO.
BOSTON ***MASS.***

74 Years of Successful Candy Making

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Concerning Paper Boxes Do You Know—

That Youse Boxes are the product of 52 years of experience.

That Youse creates Boxes for every line of high-grade candy.

That Youse Boxes Carry An Appeal Which Means Increased Sales.

That Youse gives as much time and care and thought to small buyers as to the largest.

That Youse features extension top, padded boxes; hand-painted, satin and ribbon decorated; Easter and Valentine specialities.

C. J. Youse Company

(Established 1869)

HOLLIDAY & SARATOGA STS.,
BALTIMORE, MD.

For Better Refrigerating Brine at Low Cost

Whether in a large plant or in a small plant you will find that by using the superior brine medium,

SOLVAY

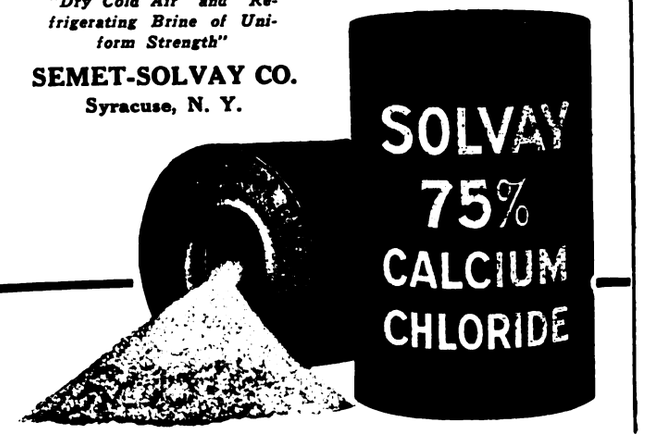
75% Calcium Chloride

an increase of 15% in the quality of brine and a corresponding decrease in the cost of production will result. It furnishes a free-circulating alkaline brine which, under ordinary conditions, will not corrode or injure the pipes.

Thirty-six distributing points throughout the country insure the prompt shipment of your order.

Write for Free Booklets "Dry Cold Air" and "Refrigerating Brine of Uniform Strength"

SEMET-SOLVAY CO.
Syracuse, N. Y.



Certified Food Colors
Vegetable Colors
Cochineal Colors

GENUINE FRUIT EXTRACTS
ALSO
NON-ALCOHOLIC FLAVORS
Concentrated in Paste Form (For Hard Candies)
Made from the real fruit

Manufactured by

H. KOHNSTAMM & COMPANY
(Established 1851)

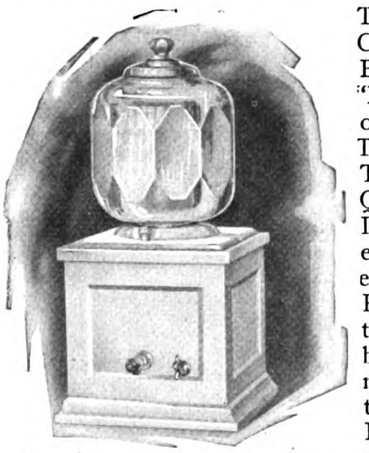
First Producers of Certified Colors



83-93 Park Place New York

11-13 E. Illinois Street Chicago

The Newest in Coolercraft



THE "ARISTOCRAT" COOLER, another "ROTAX" model of DISTINCTIVE CHARACTER AND QUALITY.

Its square, paneled base, finished in snow-white Pyralin, with octagonal globe of beveled glass, makes it so entirely DIFFERENT, that to compare it with other coolers is like comparing a "FORD" with a "PACKARD."

WHY NOT BE THE FIRST IN YOUR TERRITORY TO FEATURE THIS NEW COOLER?

It presents a rare combination of DISPLAY and SERVICE that will add CHARACTER and trade pulling INDIVIDUALITY to your drink.

Write for Cooler and Dispenser Catalog.

ROTAX COMPANY, Inc.
384 East 133rd St. New York City

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OUR SPECIALTIES

AMERICAN MAIZE PRODUCTS COMPANY
CRYSTAL CORN SYRUP
AMAIZO
TRADE MARK
43
CHICAGO

AMAIZO Confectioners' Thin Boiling and Moulding Starches

AMERICAN MAIZE PRODUCTS CO.

135 William Street, NEW YORK
115 W. Monroe St., CHICAGO

GELATINE

Our gelatine is guaranteed to be absolutely pure and to stand the most severe tests of all present food laws.

Our fifty-four years of experience have so perfected our gelatine that it will produce incomparable marshmallow and Confectionery Specialties.

Milligan & Higgins Gelatine Co.
Established 1868
222-224 Front Street, New York City

1875 - Forty-Seven Years - 1922

Experience in Manufacturing

QUALITY CANDY BOXES

PLAIN, FANCY, CARRIED IN STOCK
SPECIAL DESIGNS TO ORDER

Let Us Estimate on Your Requirements for 1922

"DEISROTH BOXES INSURE SALES"

ORDER YOUR VALENTINE HEART BOXES *NOW!*

W. H. DEISROTH CO., Inc.

713-15 Spring Garden St., Phila., Pa.

QUALITY *SERVICE* *SUCCESS*

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"Anything You Put Out Will Be Good"

"Please send samples of your Coatsit and Firmtex. I have used Nucoa Products for years and feel sure anything you put out will be good."

This is an actual quote—the exact wording of **one** paragraph from **one** letter from **one** big confectioner. But it is a quote in sentiment and in spirit of dozens of letters and orders from Everywhere—in the U. S. A., and from Mexico to Japan.

COATSIT

is one of the new "sure to be good" Nucoa Products announced to the trade recently. After months of Laboratory tests, and months of working tests by several leading manufacturers, **Coatsit** was perfected for the one purpose—the making of a coating that will stand up in the hottest weather. **Coatsit** is not a hardener. It is not a substitute. It replaces completely Cocoa Butter and goes so far beyond that or any other product—as to actually revolutionize the industry.

Coatsit makes a coating that's as smooth as satin. Made primarily to fill the manufacturer's need for a product that will stand up however hot the weather, **Coatsit** will prove invaluable as an all year round product for insuring chocolate goods that will not gray, break-up or look ashy, and for perfect fudges, kisses, nougats, and caramels that will not stick, but remain firm from kettle to consumer.

FIRMTEX

the second of our new products "sure to be good" is a hardener to use in connection with other butters where an absolutely firm "set" is desired. **Firmtex** has a melting point of approximately 140 degrees F.

Send today for first hand proof that **Coatsit** and **Firmtex** are **"Good."**

Samples are yours for the asking. Formulae direct from our laboratories will accompany samples. And our laboratory is absolutely at your service in telling you just how to use these new products and which one will best meet your needs.

THE NUCOA BUTTER CO.

Makers of the famous Nucoa Products

Nucoa Butter Nucoline Plastic Nucoline

Complete warehouse stocks maintained at principal distributing centers

Refinery Sales Department

297 FOURTH AVENUE NEW YORK CITY

NUCOA COCOA VANILLA SUGAR HEALTHFUL CONFECTIONERY TRADE NUCOA MARK

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Made in the good city of
BATTLE CREEK
For more than 25 years

Taylor Candy Company
Makers "Taylor-Made" Candy



One Million Dollars a Year for "Oak Brand" Toy Balloons and What It Means to You

As a jobber, it means distribution in profits to the jobber of twenty-five to forty per cent. or two hundred fifty to four hundred thousand dollars a year for *"Oak Brand"* Balloons alone.

Are you getting your portion of these profits?

The toy balloon business of today is a legitimate line of business, especially when you are purchasing from a manufacturer who has invested a quarter of a million dollars to make the business legitimate and profitable to you.

A line from you will give you complete information

THE OAK RUBBER COMPANY
MANUFACTURERS
RAVENNA - - OHIO



How fast they go!

Everybody wants them—kiddies and grown-ups, too. Wholesome purity and popular flavor make them continual repeaters, lively profit-bringers.

Packed in air-tight tin cans in various sizes. Write for prices.

MANUFACTURING CO. OF AMERICA
Philadelphia, U. S. A.

ATLANTIC MINTS

Digitized by Google



Acocoat Insurance

A New Form of Insurance

Life Insurance is paid **after** you are dead. Fire Insurance reimburses you **after** your property is destroyed. Burglary Insurance pays for your property **after** it is stolen. Accident Insurance pays **after** you are injured.

ACOCOAT

the new insurance, **prevents** loss—insures goods from injury from **heat**—insures goods from the accident of a butter that separates in a hot store and gives chocolates a gray mildewed look—insures the turning out of goods that are right when they leave the factory and right when they reach the consumer.

We have worked for years to perfect our two new highly specialized Butters in addition to our regular Butters—Butters that stand up under any climatic conditions. We announced **Acocoat** and **Acoset** in September. The response of the trade proves how great was the necessity for these products. **ACOCOAT** is a butter to **replace** any butter you have been using for chocolate work, fudges, caramels, etc. It is the foundation—the fat—for your work.

ACOSET is a hardener to be used in connection with butters that break down easily. **Acoset** has a melting point of 140 degrees F. and as its name implies "sets" chocolates and other delicate confections so that they stay "set."

Write us, as dozens of leading manufacturers are doing, for samples of **Acocoat** and **Acoset.** We maintain a fully equipped laboratory specializing on our vegetable fats and oils. You are invited to use the services of our chemists and practical bakers —put any of your manufacturing problems up to them.

American Cocoanut Butter Company

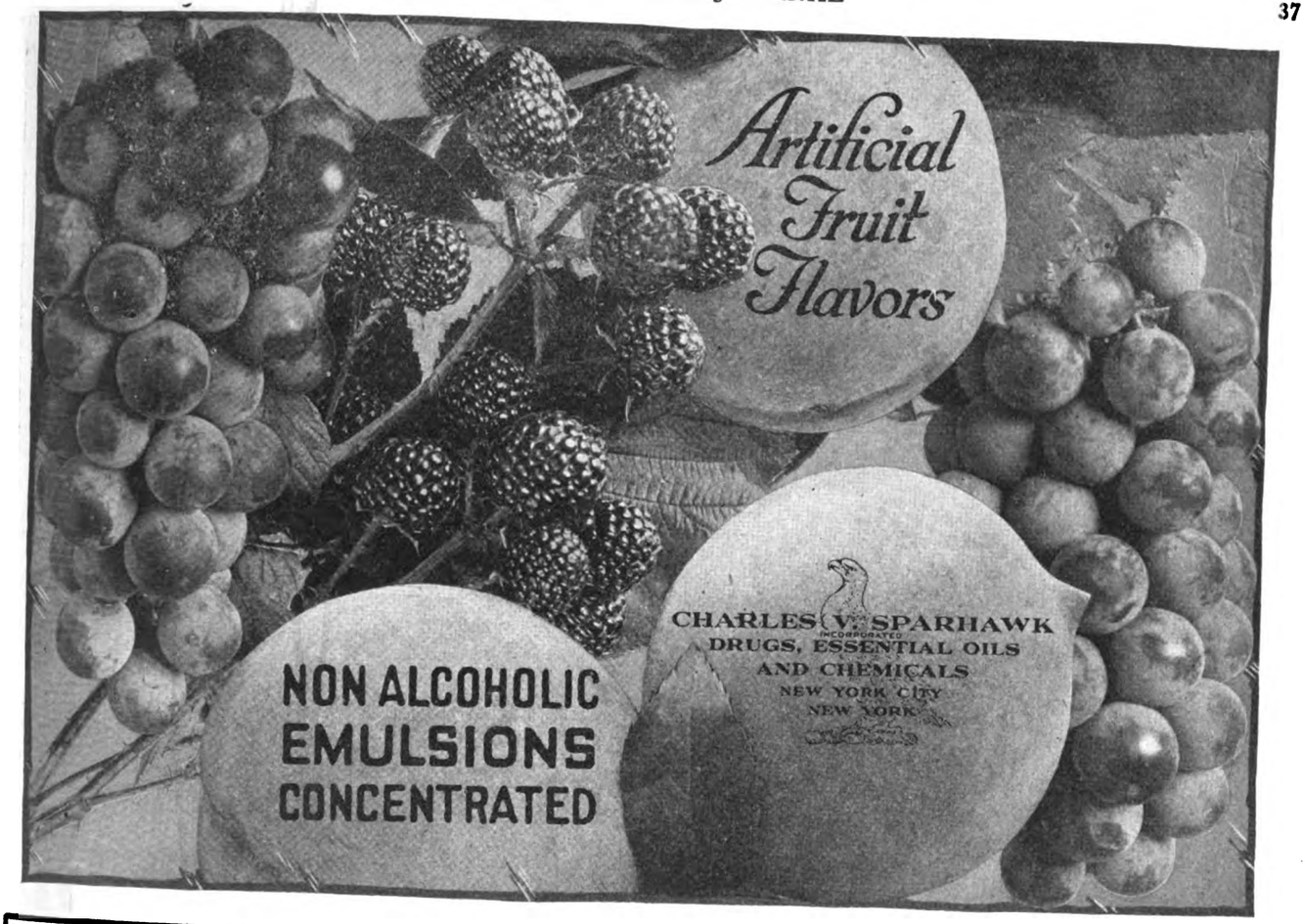
Makers of ACOMO, ACOMINE and MAROKO

CHICAGO
127 N. Dearborn St.

NEW YORK
297 Fourth Ave.

To insure prompt service, complete warehouse stocks are maintained at the principal distributing centers.

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EASTER SPECIALTIES

Have you ever seen
OUR
Line of Beautiful, Artistic Decorated Eggs
Chocolate Shells, filled with Blue Mountain Chocolates
6 Designs 6 Sizes

New, Artistic, High Grade
Chocolate Nests with Tinfoil Wrapped Eggs
4 Sizes

CHOCOLATE RABBITS

8 Sizes

Fruit and Nut Eggs, 5 Sizes

Delicious flavored Vanilla Cream.
Full of Hawaiian Pineapple, French Cherry Glace, California Walnuts

NOVELTIES---YOU HAVE NEVER SEEN

THIS MEANS BUSINESS—YOU MUST BE INTERESTED

Write us—and we will send our salesmen to call on you.

Cascade Industries Co., Inc., Cascade, Maryland
Manufacturers of BLUE MOUNTAIN CHOCOLATES
Pure as Nature

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"This is Jack"

He's the boy,
Who buys the balloons
From the dealers who buy
From the jobbers who buy
From the house—
THAT "JACK" BUILT.

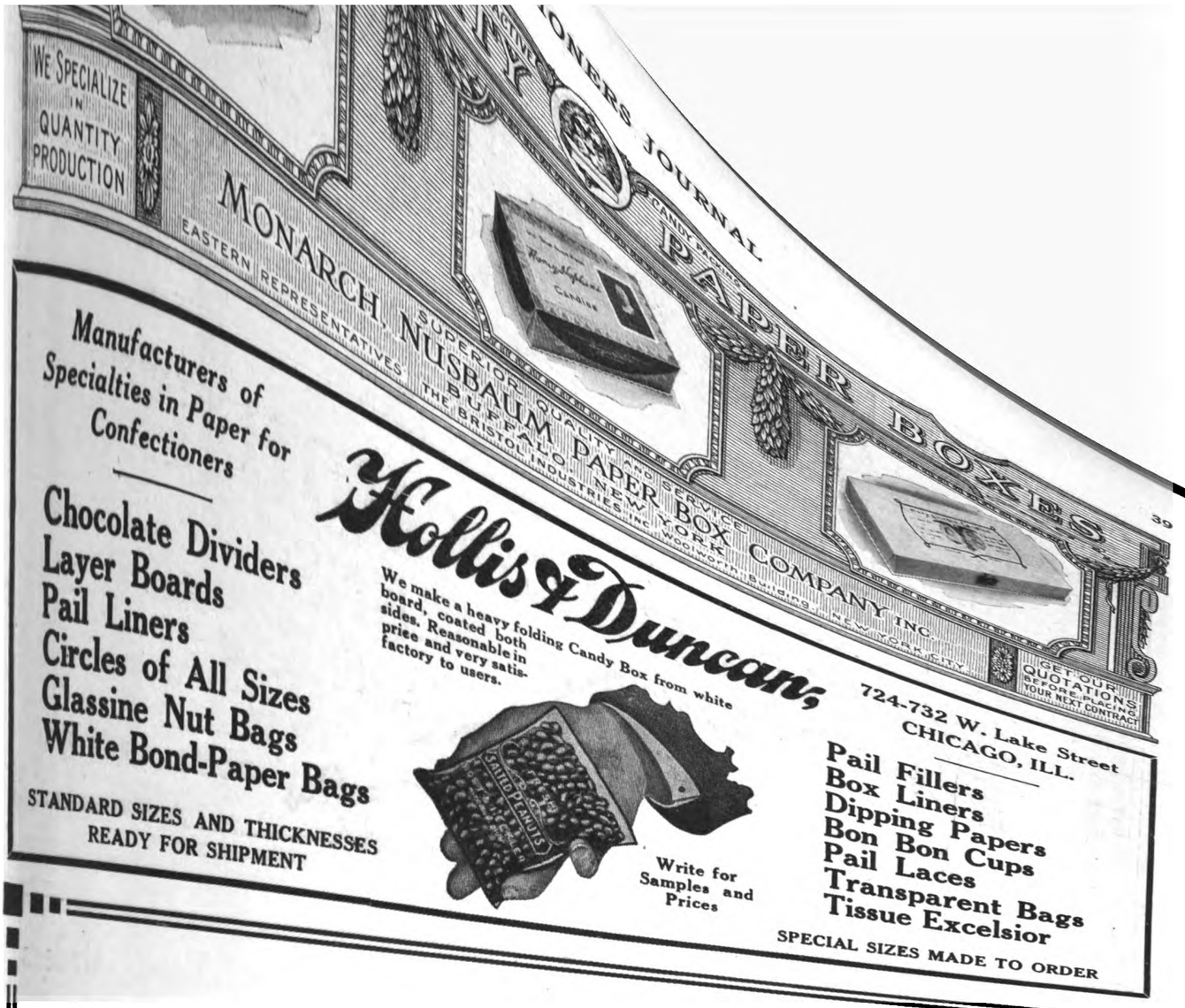


Write for prices. Write for colored descriptive matter and let us show you how we actually help your salesmen sell the All Star Balloon Assortment.

RICHARD D. BAKROW & SON
Bakrow Building
LOUISVILLE, KENTUCKY

BALLOONS
RUBBER BALLS

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Manufacturers of Specialties in Paper for Confectioners

Chocolate Dividers
Layer Boards
Pail Liners
Circles of All Sizes
Glassine Nut Bags
White Bond-Paper Bags

STANDARD SIZES AND THICKNESSES READY FOR SHIPMENT

Hollis & Duncans

We make a heavy folding Candy Box from white board, coated both sides. Reasonable in price and very satisfactory to users.

Write for Samples and Prices

724-732 W. Lake Street
CHICAGO, ILL.

Pail Fillers
Box Liners
Dipping Papers
Bon Bon Cups
Pail Laces
Transparent Bags
Tissue Excelsior

SPECIAL SIZES MADE TO ORDER

Established 1884

MARY JANES
DEAROS

and numerous other high grade

PENNY SPECIALTIES

made of purest sugar, syrups and nuts

Make a healthful, tasty food for children





CHARLES N. MILLER CO.

BOSTON

FOR THIRTY-SEVEN YEARS CONFECTIONERS TO THE AMERICAN PUBLIC

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CHOCOLATE
Moulded Nut and Cream Bars
Tin Foil Wrapped
Knickerbocker Bars
Choc. Whipped Cream
Choc. Cocoanut Cream
Choc. Operanut
Choc. Peanut Cluster
Butter Scotch
5 BIG Sellers
Retails for 5 cents

Chocolate
KNICKERBOCKER
Whipped Cream

Net Weight 1¼ oz.—24 Bars to Carton—48 Cartons to Case

D. ARNOULD CO., 385 Canal Street NEW YORK, N. Y.

Its delicious eating qualities and wonderful food value appeals to everybody and everywhere.

Also complete variety of 5-lb. bulk chocolate cream.

Samples and Prices Upon Request

GUM TRAGACANTH
VANILLA BEANS
GUM ARABIC

THURSTON & BRAIDICH
27 CLIFF STREET
NEW YORK



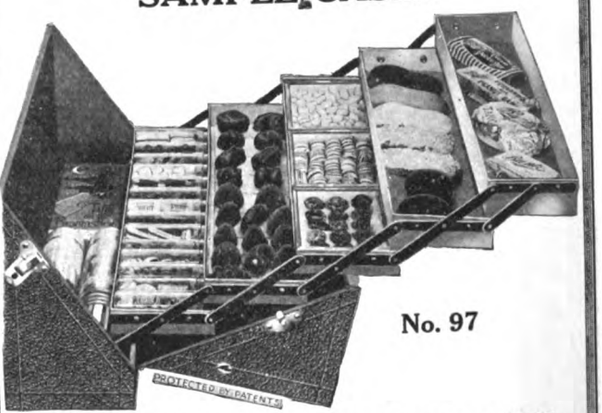
Paris Exposition
1900
The Highest Award Gold Medal and Diploma
Was Given

A. M. TODD'S
ESSENTIAL OILS

Crystal White Double Distilled
THE LARGEST ESSENTIAL OIL WORKS IN THE WORLD

A. M. TODD COMPANY
Main Office
KALAMAZOO, MICH.

Bigger Better More Orders
Displaying Samples Quickly, Attractively Convincingly, Fresh and Clean with
KNICKERBOCKER "MADE-RIGHT" SAMPLE CASES



No. 97

THE LITTLE CASE THAT GETS THE BIG ORDERS
Wood Trays - $5.00
Aluminum Trays - $6.50
F. O. B. Chicago
Write for Catalog "J"

Knickerbocker Case Co.
Manufacturing Wholesalers
Clinton St. at Milwaukee Ave.
Chicago, Ill.

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Milady
CHOCOLATES

More tempting than ever before

Every Piece a Sweet Surprise

Milady Chocolates
Every Piece a Sweet Surprise
$1.25 the pound

Milady
Assorted Dipped Nuts
Sweet Chocolate
$1.25 the pound

Milady
True Fruits and Nuts
In Chocolate
$1.50 the pound

Milady
Malted Milk Chocolates
Nougat, Caramel, Butterscotch
and Nut Cream Centers
$1.25 the pound

Milady
Chocolate Covered Brazil Nuts
$1.25 the pound

To the lover of truly good candy the latest box of Milady Chocolates has an appeal that is almost irresistible. New delicacies have been added, new centers, new shapes and new flavors are included, making Milady Chocolates more attractive and more delicious than ever before.

Most attractively arranged, with each chocolate-coated delicacy in a uniform place, these dainty confections, due to improved and *most secure* packing, always reach the purchaser in perfect condition—as inviting in their appetizing arrangement as when they leave our inspection department.

Territory Available for Quality Wholesale Distributors

AMERICAN CANDY COMPANY

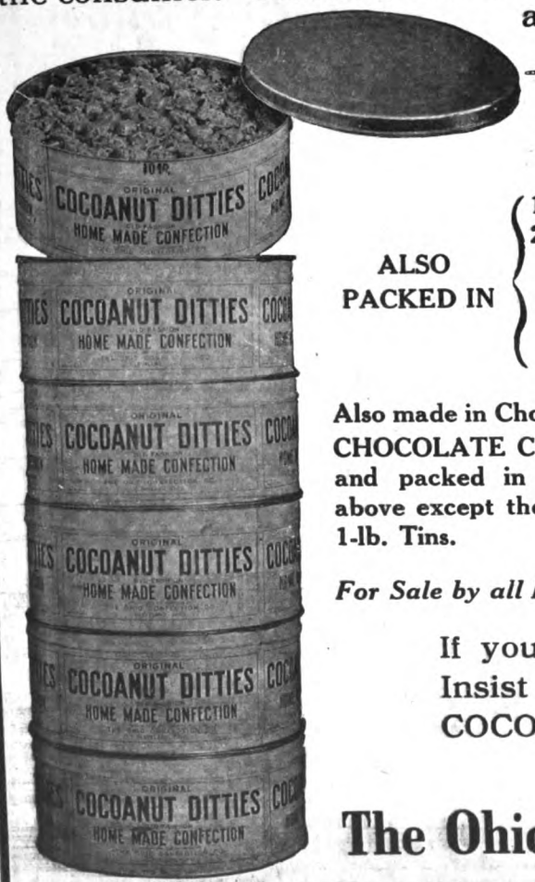
Makers of Rex Brand Confections

MILWAUKEE, U. S. A.

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One Thousand Pounds a Week was the rate at which Cocoanut Ditties sold in one store with this Window Display. Cocoanut Ditties will make money for you too, because they please the consumer. Cocoanut Ditties are guaranteed to keep well in all climates and sell well in summer as well as in winter.



This cut shows our 10-lb. Tin. Six 10-lb. Tins to Crate.

ALSO PACKED IN
- 15-lb. Wood Cases
- 20-lb. Wood Pails
- 5-lb. Paper Boxes
- 1-lb. Fancy Boxes
- 1-lb. Litho. Tins
- 15c Packages

Also made in Chocolate Flavor called CHOCOLATE CARAMEL DITTIES and packed in packages as per above except the 15c packages and 1-lb. Tins.



This cut shows our 25-lb. tin, one tin per crate

For Sale by all First Class Jobbers

If your Jobber cannot supply you, advise us. Insist on the Original and beware of Imitation. COCOANUT DITTIES always repeat.

Manufactured by

The Ohio Confection Co., Cleveland, O., U.S.A.

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FLEXO
Chocolate Bars

also

Dulce	Favorite
Tubes	Rope Twist
Bricks	Cigars
Whips	Cigarettes
Whistles	Curved Stem Pipes
Indian Plug	Navy Plug
Night Sticks	*Buffalo Sticks
*Lozenges	*Wafers

*Y & S; Scudder and M & R Stick Licorice

Items marked with Star Shipped from Brooklyn factory only

NATIONAL LICORICE COMPANY
ANTECEDENTS
Established 1845

MAIN OFFICE

MOLINE, ILL. BROOKLYN, N. Y. MONTREAL

Digitized by Google

Milk Chocolate Covered

Raspberry Hearts
Vanilla Bar
Maple or Mint Wafers
Lemon Sherbets

Exceptionally Good New Numbers Always Predominate

Dark Coatings

Marshmallow Bar

Peanut Crispy Krunch

THIS IS WHY WE ARE OFFERING AS LEADERS THE ABOVE

PENNY GOODS

Packed 120 Net Count—40 bx. to Case

WE ALSO HAVE A FULL LINE OF **HARD CANDY PENNY GOODS** SUGAR ROLLED FOR SUMMER

Hardie Brothers Co., Pittsburgh, Pa.

Quotations on Application—To the Jobbing Trade Only

BLOME'S GILT EDGE CONFECTIONERY.

Reg. U. S. Pat. Off.

Sold to Jobbers only.

We Manufacture:

STICK CANDY	MARSHMALLOW GOODS	PENNY GOODS
LOZENGES	ACIDULATED GOODS	PAIL SPECIALTIES
PAN WORK	HIGH GRADE CHOCOLATES	JAP SPECIALTIES
A. B. GUM WORK	FINE HAND MADE BONBONS	PACKAGE GOODS
CREAM BONBONS	MACHINE DIPPED CHOC'S.	FRENCH MIXTURES.

THE GEO. BLOME & SON CO. BALTIMORE, MD.

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HENRY HEIDE'S

Diamond Brand TRADE MARK Confectionery

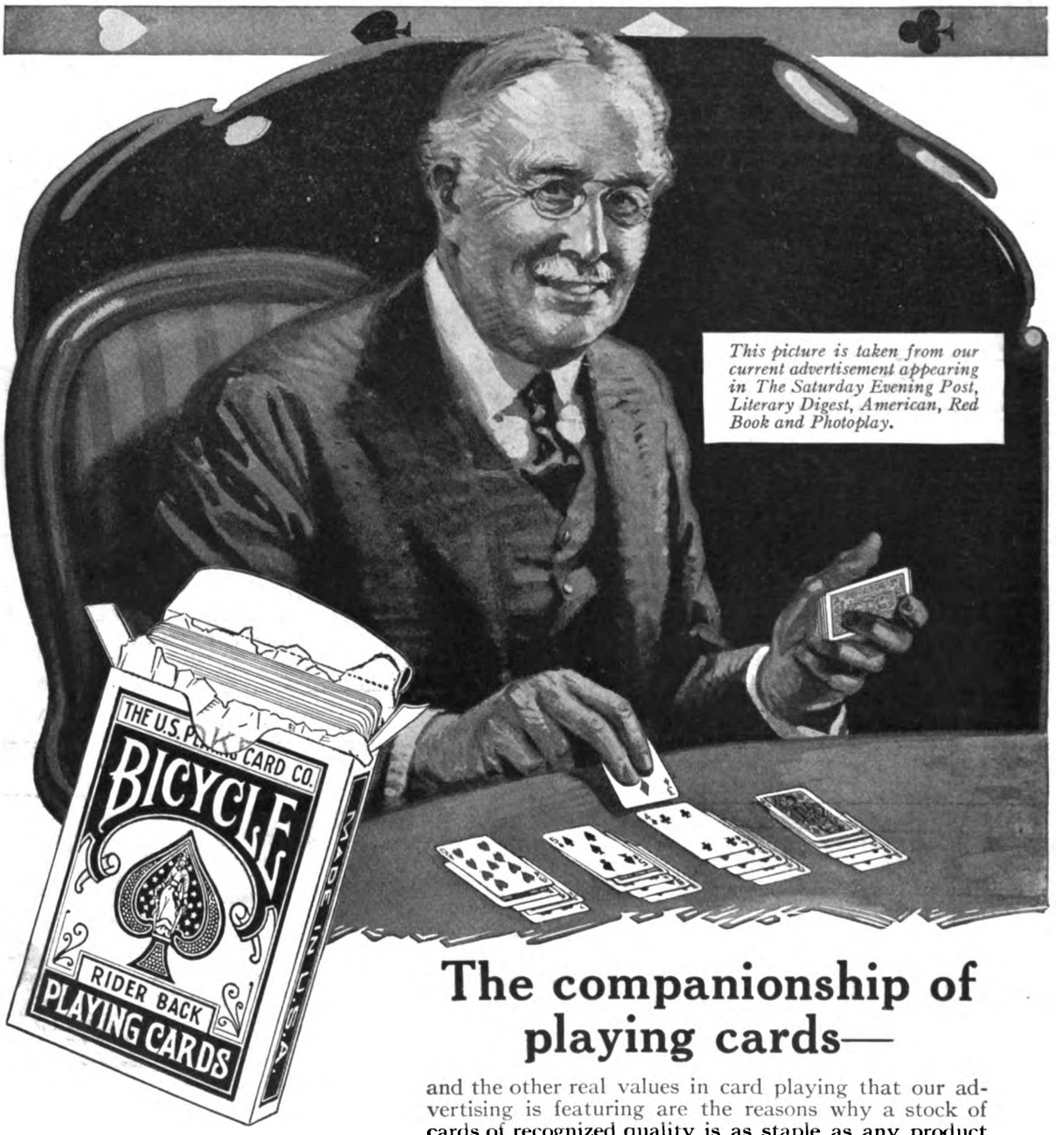
A Distinctive and Complete Line of High Grade

Chocolates and Confectionery

HENRY HEIDE
Incorporated

New York

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The companionship of playing cards—

and the other real values in card playing that our advertising is featuring are the reasons why a stock of cards of recognized quality is as staple as any product on your shelves. Carry the kinds of decks that your people want for the particular games they play, and in the brand that is known, make your store headquarters for playing cards and you will find that it means continual turnover of your playing card investment and a stimulus to your other lines as well.

FREE!
Display material that will attract people to your store. Write direct to
The U. S. Playing Card Co.
Dept. 13
Cincinnati, U.S.A. or Windsor, Can.

BICYCLE PLAYING CARDS

Digitized by Google

YOUR BUSINESS

will be a profitable one when your trade can always get from you a full line of candy that has stood a test of years, and is now being demanded throughout the country.

Now is the TIME to CONSIDER only the old STANDARD LINES.

THE BLUE BELL BRAND

is of this class of candy.

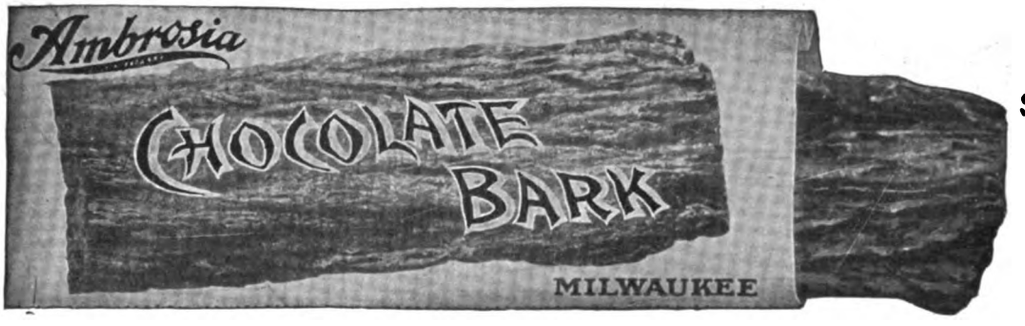
Write us for a catalogue of 5c Bars, Penny, Kiss and Bulk Goods.

THE ROBERT F. MACKENZIE COMPANY
CLEVELAND, OHIO

A Sensational Seller of Several Seasons

THIS WONDERFUL PACKAGE IS

Mellow
Honey-Combed
Chocolate



Something Entirely Different

The Largest Selling 5c Confectionery Specialty Ever Placed on the Market

Made by a special patent process

Every jobber should handle this Delicious Confection as the demand this Coming Season will be greater than ever. If you have never tried this Delicious Confection write today for sample or send for trial case, 32 boxes in case; 24 pieces in box.

We Have Other BIG-SELLING 5c SPECIALTIES, Too

Ambrosia Chocolate Company, 333-335 Fifth Street MILWAUKEE, WIS.

Digitized by Google

Peach Flavor

Artificial

A flavor so true to the fruit that your goods are unmistakably Peach without an unpleasant ethereal after-taste.

Used for many years by candy manufacturers of National prominence, and so good that we sell it the world over.

Sample of this exceptional flavor will be gladly sent without charge.

Write today on your business stationery, please.

ALEX. FRIES & BRO.
312-14-16 E. Second St. Cincinnati, Ohio

Manufacturers of Flavors for 65 Years.

Calco

Certified Food Colors

Amaranth, Orange I, Ponceau 3R, Tartrazine, Indigo sodium di sulphonate

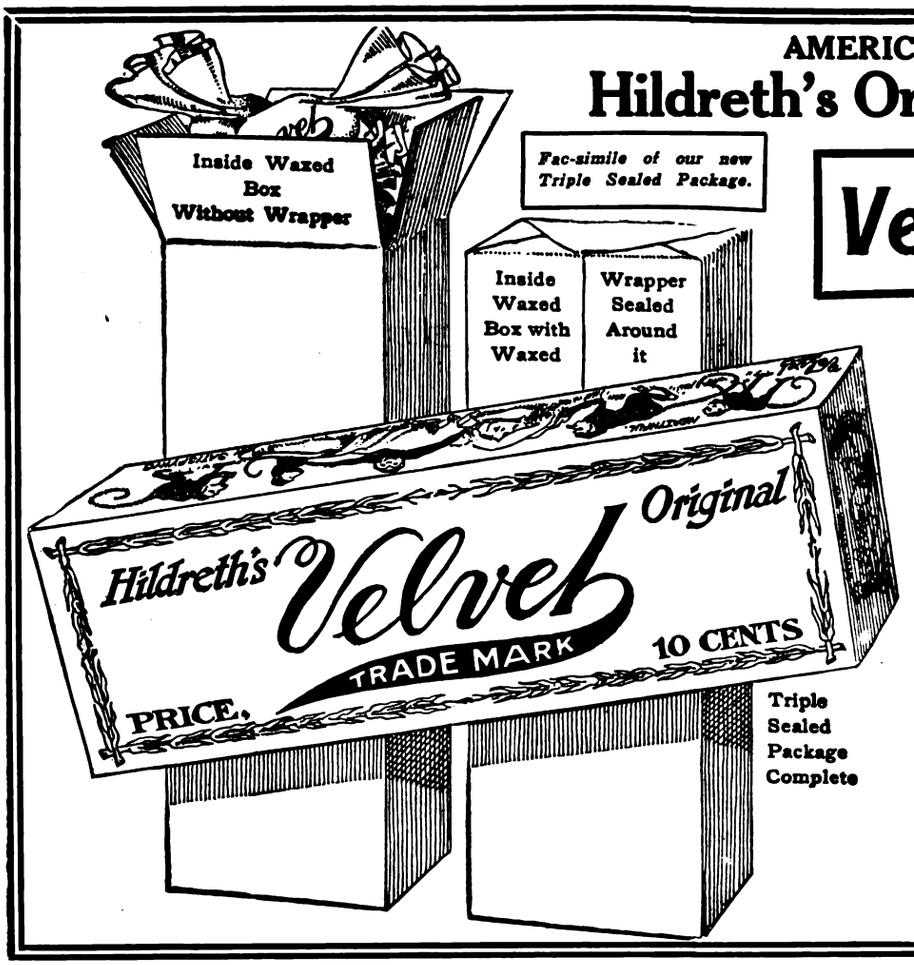
recognized for their

Purity, Brilliancy and Uniformity

All Calco products are of highest quality. Manufactured by us from our own produced intermediates. When in need write us.

THE CALCO CHEMICAL COMPANY
Pharmaceutical Division
BOUND BROOK, N. J. NEW YORK

Western Agents:
Neumann-Buslee & Company, 321 N. Sheldon St., Chicago, Illinois



Triple Sealed Package Complete

AMERICA'S FAVORITE

Hildreth's Original and Only

Velvet Candy

In Triple Sealed Packages

GREAT REDUCTION

January 1, 1922

Pre-war prices re-established.
10—20 & 35c packages revived.

Send for revised Price List and Samples.

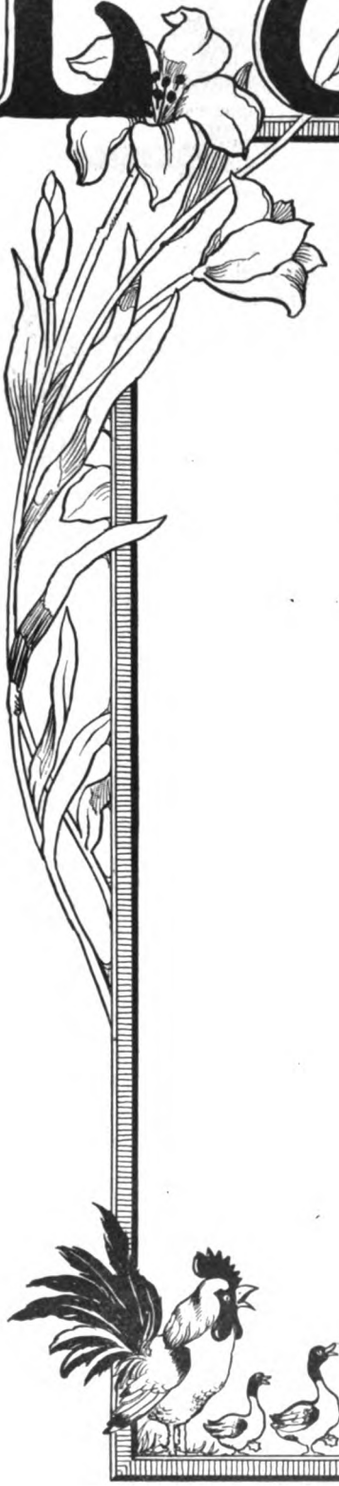
The finest seller on the market.
Has been the standard for over 30 years.

For sale by the jobbing trade everywhere.

H. L. HILDRETH CO.
549 to 559 Albany Street
BOSTON 18, MASS.

Digitized by Google

EASTER CANDIES



We not only have the most extensive and highest quality line of ***Easter Pan Work,***

But also—***Easter Premiums*** that bring you profit and a way to sell our goods.

If you are a Retailer send us the name of ***Your Jobber*** and we will have him show you ***—What We Have.***

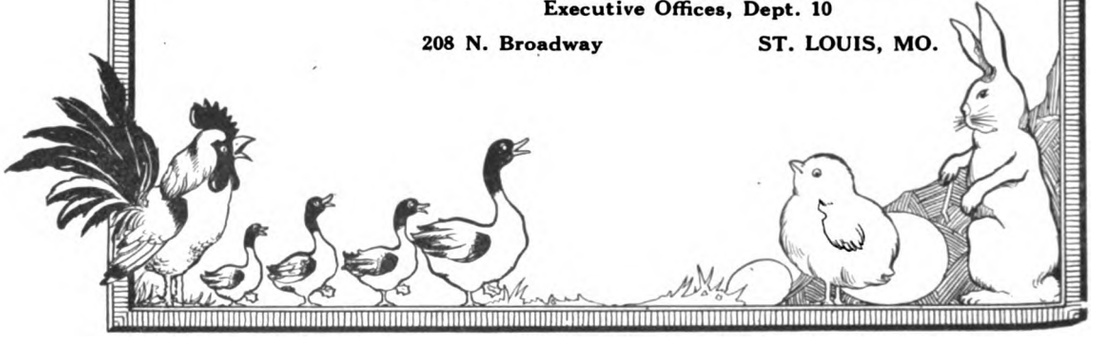
Largest Manufacturers of Candy in the World
22 Factories

Makers of

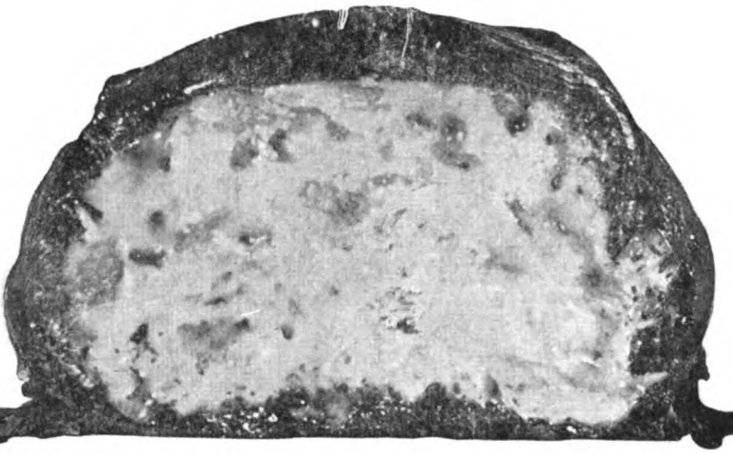
NATIONAL CANDY CO. PRODUCTS

Address Inquiry to

NATIONAL CANDY CO. INC.
Executive Offices, Dept. 10
208 N. Broadway ST. LOUIS, MO.



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Announcing
a new flavor

Hoefler's CENTENNIAL CHOCOLATES, INC.

CENTENNIAL CHOCOLATES

with *Pineapple Fruit Center*

IN a single year, Centennial Chocolates have become tremendous favorites wherever they have appeared in the East. The singles at 5c and the doubles at 10c have been especially popular. People try them, like them and so dealers enjoy a lively trade and a fine profit.

NOW we are adding a new flavor to sell side by side with the Nut-Meat Center already established. Centennial Chocolates with Pineapple Fruit Center will be just as popular. Give your trade a chance to see how delicious and delightful they are.

HOEFLER'S CENTENNIAL CHOCOLATES, INC.

Buffalo, N. Y.

Astoria **San Francisco**

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Have You Ever Tried Our

Gums, Paste & Cordials?

If not, write us for samples. You'll think as others think, that they are

"Candies of Character"

and their cost is but a trifle more than the poorer kinds

Wallace & Co.

Brooklyn *Makers of* *"Candies of Character"* Established 1870 New York

1922

MAKE it one of your New Year's resolutions to buy your tools, supplies and equipment from the supply house that is interested in the confectionery trade. We have everything from starch moulds to cream beaters in stock. Let us know what your needs are, and we will furnish you quality merchandise at rock bottom prices.

J. W. ALLEN & CO.

110 No. Peoria St. Chicago, Illinois

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VEGETABLE BUTTERS

The Old Reliable

The Progressive Confectioner uses products which have been proven BEST for his purpose by over 25 years of quality and service.

Ask "ARMITAGE"



KOKOREKA

Pure hard vegetable butter used for thinning chocolate, caramel work, nougats, butter scotch, chews and fudges.

KO-NUT

is king for salted nuts, a pure sweet neutral nut fat for roasting salted nuts, popcorn work, slab dressing, kisses, chewing candies, ice cream cones and as a filler.

PLASTIKO

A pure nut butter made plastic. Used for sandwich work, caramels, filled candies and other candy work.

PARASUB

Hard stock substitute for paraffine and excellent where a quick setting fat is required such as in Easter work, penny dipping, lower priced chocolate work, popcorn work, caramels, kisses, etc.

Ask "HICKEY"







Our Practical Demonstrators

have solved many problems for candy makers. They are eager to give you experienced technical advice on how to obtain the best results with our products, as well as suggesting new uses for them that will save you money.

Any time you experience difficulty with your goods, write us. Our demonstrators will advise you, and if desired, when in your city, will work out your problems in your factory.

Write for free samples and booklet—"Science in Confectionery;" also for our new special literature "Uses and Abuses of Chocolate Coating" "How to Salt Peanuts" and "Popping Corn with Ko-Nut."

INDIA REFINING COMPANY

PHILADELPHIA

ORIGINAL Manufacturers of Refined Coconut Oil Products in the United States

Established 1895

LARGE STOCKS CARRIED IN PRINCIPAL CITIES

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NULOMOLINE
THE HONEY OF SUGAR

ANNOUNCEMENT

After continued experimental work our Service Department desires to announce to our customers that it has devised means and methods for preventing cream centers from bursting and fermenting.

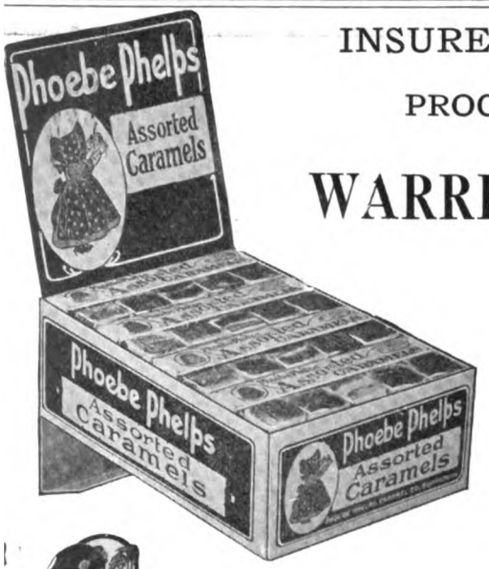
Correspondence on this subject from wholesale manufacturing confectioners will be highly welcome.

THE NULOMOLINE COMPANY
111 WALL ST. NEW YORK, N. Y.

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INSURE BIGGER BUSINESS FOR 1922
by becoming one of the many
PROGRESSIVE MANUFACTURERS
who are adopting

WARREN'S X-RAY DISPLAY CONTAINER









Because of
Original Designs
Low Makeup Cost
Ship partially folded
Complete Shipping Unit
Simple Construction
Strength—Price

We manufacture
FOLDING PAPER BOXES
of every description.

Patented
Feb. 17, 1920
Canadian Patent
Aug. 3, 1920
Great Britain
147542

P. R. WARREN CO.,
EVERETT, MASS.

802 May Bldg., Pittsburgh, Pa.
1003 Schofield Bldg., Cleveland, Ohio

Manufactured in Canada by
RUDD PAPER BOX CO.,
TORONTO

SOCIETE

LA CELLOPHANE

FRANCE have appointed us *SOLE AGENTS* for their world famous wrappers which will be sold under our registered name

"FENESTRA"

The Genuine Product of the Cellophane Co.

We have succeeded in having the stock size sheets trimmed on four sides, making it more economical for the user

SAMPLES and prices cheerfully submitted on request.

BIRN & WACHENHEIM *Importers of Fancy Papers*

121-125 West 17th Street, New York

SUBAGENTS FOR CANADA
M. S. KILBY, Reg'd

TORONTO ONTARIO MONTREAL QUEBEC

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Back of the Best Ice Cream, Toppings and Marshmallows

Good ingredients mean good products. Good products mean big sales. Among gelatines there is none purer or superior to

Ucopco Pure Food Gelatine

In ice creams, it efficiently and uniformly distributes both moisture and flavor, insuring smooth, velvety texture, free from ice and milk-sugar crystals.

In marshmallow work its uniformity and high quality insures products unexcelled for fluffy tenderness and long retention of flavor.

There's a grade for every purpose. Ask for details.

The United Chemical & Organic Products Co.

4200 S. Marshfield Ave. Chicago, Ill.

401 E. 45th St. New York City

"UCOPCO Comes Sealed in Red Drums."





Brooks Display Container

For Your Confections

This display container is placed prominently on the dealer's counter, and enables you to get into intimate contact with consumers everywhere.

The Brooks Display Container is superior at the following points:

Sets flat on counter
Is remarkably strong
Displays contents at most effective angle
Simple in construction
Has large advertising surface
Made in variety of sizes.

Let us design a display container for your product.

BROOKS BANK NOTE CO.

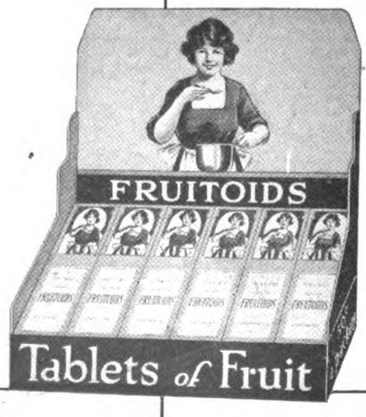
Manufacturers

Lithographed Folding Boxes

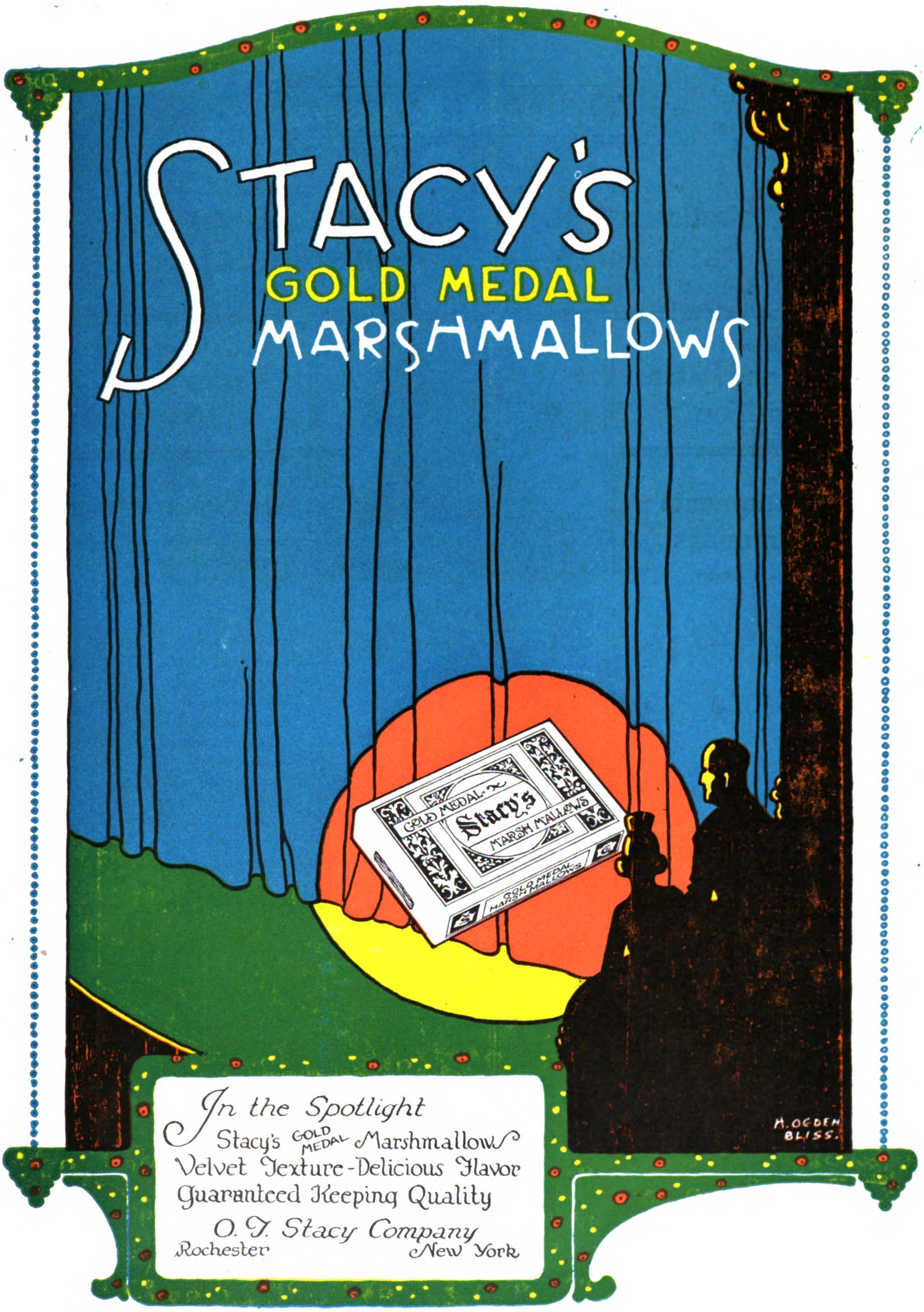
Labels - Window Advertising - Office Stationery

Springfield, Massachusetts

New York 100 Hudson St. | Philadelphia 425 Sansom St. | Boston 114 State St.



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STACY'S
GOLD MEDAL
MARSHMALLOWS
GOLD MEDAL
Stacy's
MARSH MALLOWS
GOLD MEDAL
MARSH MALLOWS
M. OGDEN BLISS.
In the Spotlight
Stacy's GOLD MEDAL Marshmallows
Velvet Texture-Delicious Flavor
Guaranteed Keeping Quality
O. J. Stacy Company
Rochester New York



LIEBERS CODE

SCHALL & CO.

ESTABLISHED 1854

WHOLESALE IMPORTERS AND MANUFACTURERS OR

Confectioners' Articles, Ornaments and Materials

81 Barclay Street NEW YORK

16, 18 and 20 West Broadway



Manufacturers of

Gumpaste and Patent Composition

Cake Ornaments and Trimmings

Icing, Roses and Flowers
Gumpaste Flowers
Brides and Grooms
Gumpaste and Paper Leaves
Vases and Bouquets
Horse Shoes
Slippers
Marriage Bells
Canopy Ornaments
Lace Papers
Composition Hands
Birthday Candle Holders
Palette Knives
Sabatier's Knives
Ornamenting Tubes
Rubber Bags
Almond Paste
Ornamenting Paper



1320 9×4 in.

Importers of

Fancy Goods and Novelties

Ice Cream Specialties

Ice Cream Moulds—700 Designs
Fixtures for Moulds
Foliage for Moulds
Paper Cases
Lace Papers
French Fruits Glace
French Fruit Juices
French Fruit Pulps
French Marrons Entiers
French Marrons Debris
Imported Favors
Mignonettes
Fancy Boxes—Hand Painted
Satin Candy Boxes
Wedding Cake Boxes
Motto Papers, Verses and Cossaques
Costume Mottoes, Imported and Domestic

PAPIER MACHE IMITATIONS

Novelties Appropriate for all **Holidays**

SILK RIBBONS *and* **FANCY CORDS**

Latest Novelties for Easter Valentine's Day, Washington's Birthday St. Patrick's Birthday

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— GOOD ENOUGH — TO BEAR OUR NAME



LIKE all commodities of intrinsic value Ziegler's Original Milk Chocolate Stars bear a name of distinction. The name Ziegler appears on each star.

Our Milk Chocolate Stars have become a staple seller with the trade. Being a known quality they are enjoying a steady repeat business.

GEO. ZIEGLER CO.
MILWAUKEE, U. S. A.

Fieglers

SINCE 1861



The Sterling Mark on the GENUINE



Let Science Safeguard Your Candy Making

SUPREME BRAND will convince you that Quality is our first consideration. They stand up right. They eat right. Write for prices and information.

SUPREME BRAND

Nougat Cream
Velvet-Fondant Cream
Caramel Cream
Marshmallo Topping
Bitter Sweet Chocolate Topping
Butter Skotch Sundae

BERGEN BRAND

Caramel Cream

Confectioners Cream Products Co.

James A. Greaves
Selling Agent

ENGLEWOOD, N. J.

6 Harrison Street
New York

We make a line of

Easter Specialties

IN

Penny Goods

ALSO

Jelly Eggs and

M. M. Pan Eggs

Penny Goods of Hard Candy

M. M., Cream and Jelly

The Blue Ribbon Candy Co.

749-51-53-55 W. Pratt St.
BALTIMORE, MD.

White Stokes

FONDAX (*The Original Nougat Creme*)
P. K. K. (*The Original Karmel Kreme*)
MAZETTA (*Genuine Mazetta is made only by White Stokes Co.*)

Will improve candy quality
Will reduce labor and time
Will reduce expense.

Insist on the genuine and see that White Stokes signature is on each package.

Send us your name for our mailing list and receive our monthly letter of information and new formulas.

WHITE STOKES COMPANY, Inc.

150 W. Lake St.
CHICAGO

253 36th St.
BROOKLYN

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TRADE A.N.O.P. MARK
REG U.S. PAT. OFF.

STAPLE GOODS

French Mixed Creams

Union Creams
Old Fashioned Licorice Gum Drops
Chocolate Creams
Chocolate Candy Goods
Cream Almonds
Sugar Almonds
Chocolate Almonds
Premium Mixed
Gum Arabic Mixtures
Marshmallows
Chocolate Marshmallows

MADE BY

HAWLEY & HOOPS

NEW YORK, N. Y.

THE ORIGINAL ORANGEADE

Daggett's Orangeade
TRADE MARK

A BIG SELLER!

TRADE WINNER!!

MADE FROM FRESH FRUIT

SEND FOR A TRIAL ORDER AND YOU WILL SEE THE REASON FOR A REPEAT

PACKED 4 GAL. IN CRATE

DAGGETT CHOCOLATE CO.
BOSTON, MASS.

Package 

or B

Boston

CRYSTAL GELATINE

A necessary and satisfactory component of all high grade confectionery specialties. It insures light, fluffy marshmallows without crust. Made in the largest and best equipped gelatine plant in America. Free from injurious chemicals or other impurities. A standard product, most economical in the long run.

If you are particular—

Specify CRYSTAL GELATINE

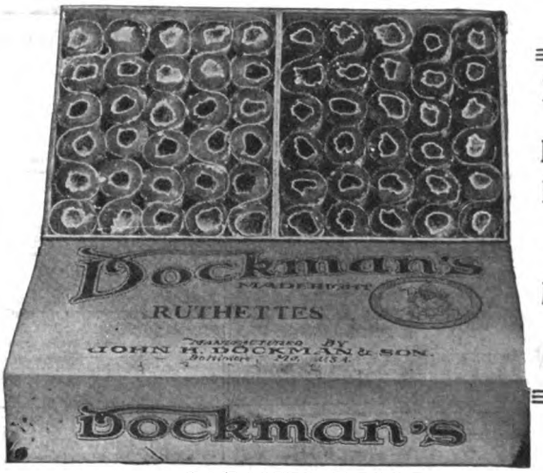
Write us today for Samples and Prices

CRYSTAL GELATINE COMPANY
121 Beverly Street - - Boston, Mass
New York - Philadelphia - Chicago - St. Louis - San Francisc

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Dockman's

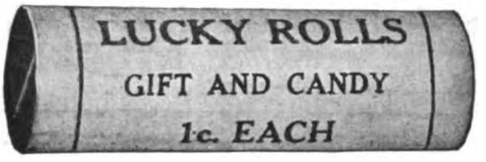
MADERIGHT CONFECTIONS



Right in Looks
Right in Size
Right in Price

CARAMEL ROLLS

REGAL—Jelly and Cream Centers.
WONDER—Molasses and Cocoanut Centers.
RUTHETTES—Assorted Flavors, Cream Centers.
Packed 120—44 boxes to case; 5 pound boxes (216 count) 25 boxes to case.
CARAMEL TWINS—Assorted flavors—packed 240; 44 boxes to case.



LUCKY ROLLS

Gift and Candy in Every Roll. Packed 120—50 boxes to the case.



BREATHETTES

A Highly Flavored Breath Perfume in Glass Tubes. Either Assorted or All Licorice Flavor. Packed 120—50 boxes to the case.

Real Sports	*Ask for our price list*	PEANUT STUMPS
A New Penny Carton		Some Penny Piece

John H. Dockman & Son, 32-34 E. Montgomery St., Baltimore, Md., U. S. A.

5c—EASTER CANDIES—10c

RABBITS — CHICKENS — EGGS

BEST QUALITY MADE

THEY SELL



THEY REPEAT

PROMPT SHIPMENTS

SOLID CREAM CENTERS
SOLID MARSHMALLOW CENTERS
CREAM AND MARSHMALLOW CENTERS

ORDER AT ONCE

THE H. J. RIGBY CO., Inc.

630-632 HUDSON ST. NEW YORK CITY, N. Y.

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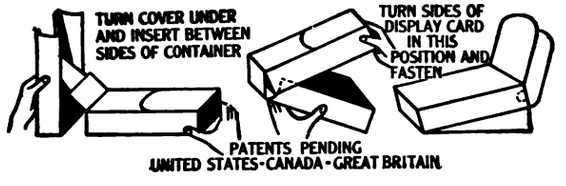
Here's a New and Good One



COVERSTAND
DISPLAY CONTAINERS

A modern Container that costs less and gives place for much more display space.

Many advantages over other display containers. Easily and quickly set up. Practical and entirely satisfactory.



Display containers put your goods on the counter in an attractive way. Use the COVERSTAND and see sales jump. Send for a sample and prices.

HAMLIN-FLEISCHER CO.

Paper Boxes of Every Description

82 Duane Street New York City

Chicago Representative JAMES HOPSON, 108 West Lake Street

Caramels

Makers of Hopton's Famous Cream Caramels

Caramels

Made in a new exclusive size and shape.

Caramels

Made and wrapped with greatest care in our Snow White Factory.

Caramels

A Full Line Packed in Count and Bulk.

Caramels

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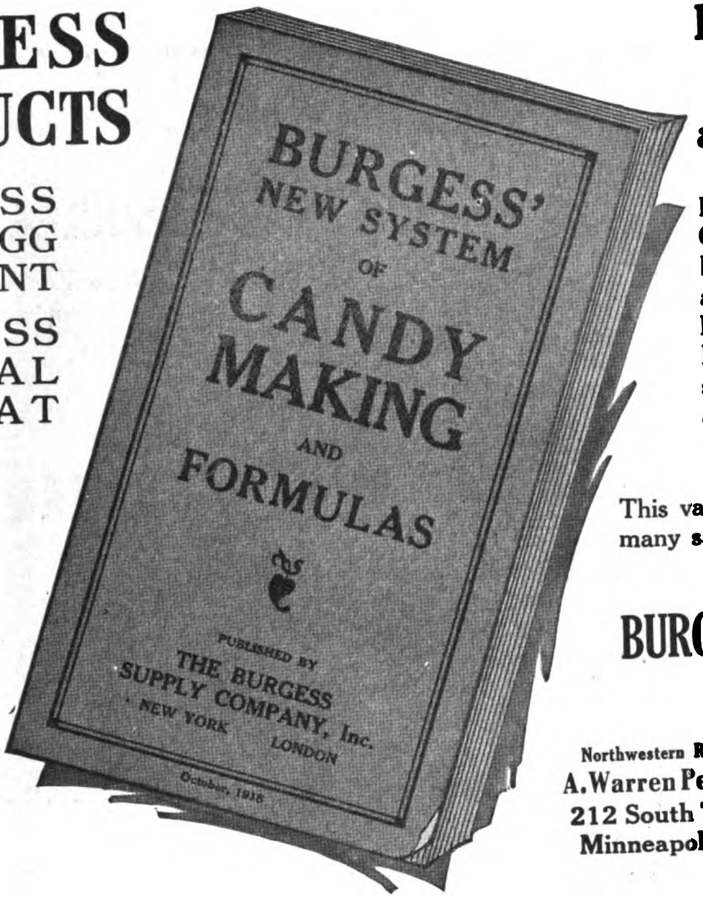
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We offer you the

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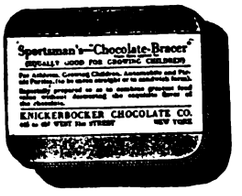
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Agents Wanted in Every State

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SPORTSMAN'S "CHOCOLATE BRACER"

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If you desire a change from Mild-Sweet Milk Chocolate

TRY A

Sportsman's "Chocolate-Bracer"

"A Man's Chocolate"

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Also Mfrs. of the FAMOUS



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Chocolate Package Goods

½ lb., 1 lb., and 2 lb. Boxes

Chocolate Penny Goods—120 Count

Gum Work, Marshmallows and

Pure Sugar Hard Candies

American Mixed, Cut Rock, Etc.

Put up in 5 lb. Boxes, 35 lb. Pails, 110 lb. Kegs and 300-lb Barrels

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Wild Cherry Drop Packages

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ADVANCE CANDY MFG. CORP.
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CHRISTO BRAND **LG** THE ONLY RELIABLE

Sterilized and Preserved Stuffed Glace Natural Fruits

Glace Stuffed Regular Prunes
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Glace Stuffed Cherries or Regular
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Select Brand Quality and Service
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CREMORA "A" (Dry Whole Milk) has, by uniform quality and sterling merit, won its way into nearly all of the large Milk Chocolate plants in this country.

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ITS USE INSURES GOOD TEXTURE AND A SMOOTH CREAM.

A TRIAL ORDER will convince you that these are the best grades of GELATINE in proportion to price that can be secured.

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2 FOR 1c

A Delicious, Fluffy Marshmallow
Coated with selected Ground Filberts
A WONDERFUL REPEATER
Packed in 240 pieces to the box, 120 count
60c the box—48 boxes to the case
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Announcing the Opening of Our Satin Gloss Stuft Dainties Department
FIFTY VARIETIES
Packed in 10, 20 and 40 pound cans
Write for samples and prices

Holman's Marshmallow Sheets for Caramel Work Help to add TONE and TASTE
Packed in 25 pound cases

We are prepared to fill orders of any size for Egg Drops, Gelatin Drops
Packed in 5 pound boxes—40 boxes to the case

Our 4 for 1c Marshmallows are WINNERS
This piece is the average 400 size packed
120 count—480 to the box—48 boxes to the case.

Our SUPERIOR MARSHMALLOW TOPPING is guaranteed against deterioration for one year. Used by Confectioners and Soda Dispensers
Packed in 5 and 30 pound cans and barrels.
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Cocoanut Cream Squares

In Cocoanut Cream Squares we offer the trade another delicious eating and good selling piece that spells profit to the Jobber and Retailer and satisfaction to the Consumer.

It is a *quality* confection made from *fresh* grated cocoanuts and rich fondant and heavily coated with bitter sweet chocolate, ensuring a lasting flavor and a moist and creamy center.

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IS UNQUESTIONABLY THE BEST MANUFACTURED

The Long Reputation of a ***Quarter of a Century*** *is Convincing*

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All the specialties mentioned here are of the usual high-grade *Satin Finish* quality and are original and exclusive designs

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Hard Candy Hearts, Red and Assorted, Many Sizes

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Hard Candy Eggs
Hard Candy Rabbits
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} Packed in 72 and 100 Count

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Most Exclusive Line
containing—

Dainty and Attractive
Hard Candies

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Assortment of
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HARD CANDIES
COCOANUT WORK
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American Bon Bon Cups

The Inevitable Choice

Once tried always used

AMERICAN LACE PAPER CO.

LARGEST PRODUCERS OF CANDY CUPS IN AMERICA

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Lyons' California Glace Fruit Co.

Manufacturers of

California Glace and Crystallized Fruits

Highest grade Merchandise, always fresh, made from the choicest selected California Fruits. Prepared under strictly sanitary conditions.

To supply the demand for our product during the coming season we have again enlarged our plant and will again considerably increase our output. Our goods are giving general satisfaction and wherever once introduced are leading all other makes in sales. We don't ask a customer to load up on stock, we carry the Fruits in syrup and only pack them on orders, consequently no need to take stale or dried-out stuff.

WE SPECIALIZE ON:

Assorted California Glace Fruits
in handsomely decorated wood boxes, 1, 2, 3 or 5 lb. net weight; no need to repack.

California Golden Glace Apricots
solid pack, 6 or 8 lb. boxes, better goods than the French for less money.

California Glace Stuffed Prunes
with all the flavor of the choice Santa Clara Valley Prunes, in 1 and ½ lb. tins.

California Crystallized Strawberries
finer than the imported, in 1 lb. and 10 oz. fancy cartons

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We are sticker specialists — we do nothing else. Naturally we can serve you better because of that fact.

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Medicated Work a Specialty

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THE SAME AS ALWAYS

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No Package Line is Complete Without

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The *Ever Welcome* Kinds. Made by the *Folks* who *Know* how to make them *Best.*

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REGAL and SUPERFINE Marshmallows

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All Big Sellers and Good Money Makers

Send Your Order—For Prompt Shipment

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Ever Best	100 to box—55c
Choc. Nut Circles	120 to box—60c
Peanut Squares	120 to box—60c
Chocolate Almonds	5 lbs. to box—$1.50

Talk about 5c Values

Try a Case of any of the following Repeaters

Choc. Peanut Cluster Bars	24 to box—65c
Choc. Cocoanut Fruit Bars (Tin foil wrapped)	24 to box—65c
Virginia Nut Krisp Peanut Bars (Glassine wrapped)	24 to box—65c
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Sugar Toasted Peanuts — Packed in 40-lb. Corrugated Shipping Cases

Prices Sent Upon Request

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THE STANDARD FLAVORS FOR **Quality, Strength, Uniformity**

Peach, Raspberry, Violet, Grape, Pineapple, Root Beer, Strawberry, Cherry, Sarsaparilla, Apricot, Honey, Maple, Banana, and many others.

Sixty years' experience enables us to supply the best and most concentrated flavors at a minimum cost.

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Have we heard from you lately ?

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We Specialize in

Damask and Silk Covered High-Grade Candy Boxes

Sweetmeat Boxes—with or without glass compartments

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We are able to offer these boxes at unusually attractive prices, due to the enormous quantity being made exclusively for us.

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Printed in Gold
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Marshmallow Sheet

"The Candy Maker's Friend"

Used Extensively by
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The only marshmallow sheet that will produce a perfect product

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Fred L. Mitchell & Son
WALNUT MEATS
160 lb. Barrels — NEW CROP WALNUT MEATS — 50 lb. Boxes
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BROKERS IN
All Grades Cocoa Beans
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Something new in the toy line, Penny Specs, packed 100 in a box. Don't forget our regular line of Premium Boxes including OUR KIDDIES.

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Assorted Novelties
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and Increase Your Business
RINGS
For Ring Sticks and Bouquets
Prices as Low as $1.00 per Great Gross
Write for Samples
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Mr. Dealer—

Prepare to increase your sales in 1922 by having plenty of our

NEW, BIGGER, BETTER, PENNY GOODS

in stock. We are also making some new

EASTER NOVELTIES TO BE RETAILED AT

5c and 1c each

These are sure winners

ORDER NOW

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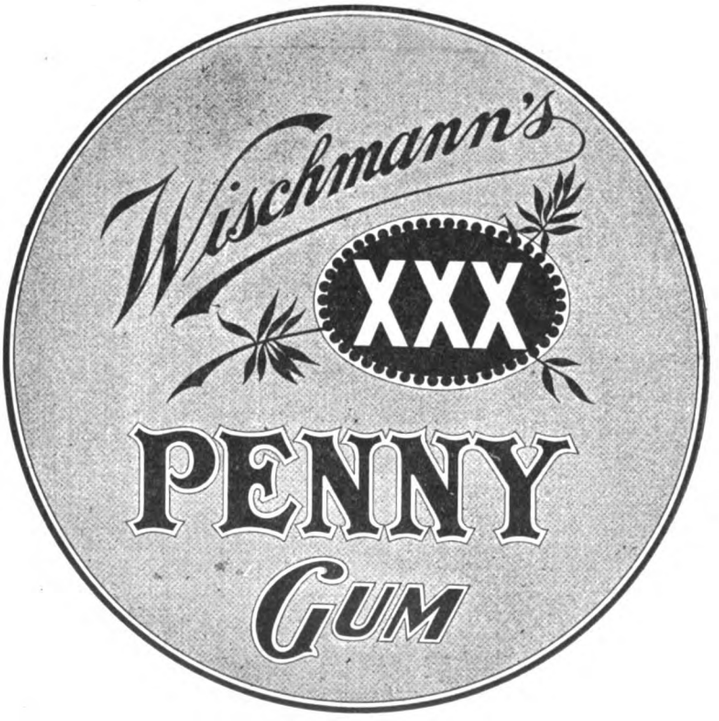
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CREAMS FOR CHOCOLATE
CREAM CENTERS AND NOUGATS
EGG SPONGE NOUGAT KING
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FULL CREAM CARAMEL PASTE
TRUE FRUIT EXTRACTS ARTIFICIAL EXTRACTS
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SODA FOUNTAIN FRUITS MARSHMALLOW TOPPING
½ GALLON JARS ¼ GALLON JARS 1 GALLON CANS HALF BARRELS
BULK KEGS BARRELS

WE MANUFACTURE AND HANDLE PRACTICALLY ALL INGREDIENTS USED IN THE MANUFACTURE OF CANDY

TWO STICK PACKAGE
BLOOD ORANGE FLAVOR

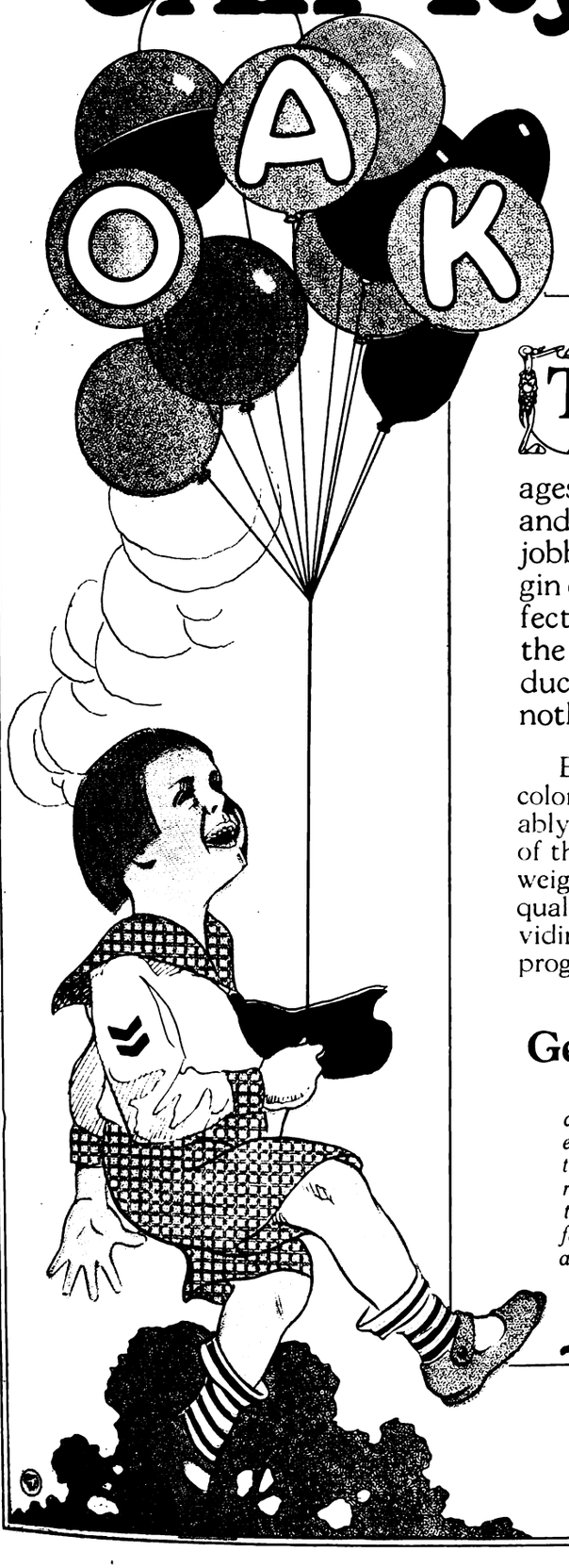


100 NET COUNT
60 BOX CASES

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THE vivid, bright and brilliant colors of *Oak* Toy Balloons make an instant appeal to youngsters of all ages, enabling you to sell them easily and quickly. Their low cost allows jobbers to realize a handsome margin of profit, and their quick sale, effected by merely displaying them in the dealer's store and windows, reduces the selling cost to almost nothing.

Every child loves these attractive, colorful toys. *Oak* Balloons unquestionably excel all others in the attractiveness of their bright colors, and their uniform weight, their perfect shape and superior quality. Repeat sales are constant, providing a never failing source of profit to progressive jobbers everywhere.

Get Our Free Samples

Send today for our complete samples and prices of these wonderful profit builders. There is not the slightest obligation attached to your request. These samples will reach you by return mail and will point the way to the same tremendous profits for YOU that thousands of other jobbers are now enjoying.

The Oak Rubber Co.
Ravenna, Ohio.

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GET SAMPLES FREE

OAK Toy Balloons Are the Very Finest in the World

WE want you to know the superior quality of *Oak* Toy Balloons for yourself. This can best be accomplished by receiving our attractive samples which we will gladly mail the same day your request is received. We have developed a standard of quality that has never before been known in the Toy Balloon industry, and every single *Oak* Toy Balloon is *positively guaranteed*. The fact that we have developed the Toy Balloon business into a tremendous industry, producing 200,000 balloons daily, valued at $1,000,000 annually, emphasizes the superiority of the *Oak* line. The samples we offer will demonstrate this quality and emphasize the sincerity of our positive guarantee.

OAK Brand Toy Balloon Novelties

In addition to our great line of plain color Balloons, we manufacture a vast assortment of Toy Balloon Novelties including Two-color Balloons, Airship Balloons, Transparent Gas-weight Balloons, and various other printed novelty styles. Any trade mark device or advertising design can be furnished.

Don't Fail to Send for Our FREE Samples

Every jobber who is not realizing Balloon profits right now should hasten to write at once for our samples and prices. They will impress you instantly with their tremendous possibilities for wide sale at a handsome profit.

The Oak Rubber Co.

Ravenna, Ohio

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announce their removal on February 1st to their large and spacious quarters at

39-41 EAST 12th STREET **NEW YORK CITY**

We carry a complete stock of the latest
Chocolate Novelties and Novelty Containers for various holiday seasons
of the year, such as
Washington's Birthday, St. Patrick's Day, Easter, Hallowe'en,
Thanksgiving and Christmas

Also the choicest of European Confections, Lindt Chocolates, from Switzerland, Rademaker's Hopjes from Holland, Fourrees and Caramels from Austria, Candy Fruits and Vegetables from England, and Confectionery Specialties from France.

It's the RESULT that tells!

Not merely the initial cost of the sugar, but the actual cost of producing the product, is the basis upon which sugar should be bought.

Our line of cane sugars, the largest in the world, offers a wider range of choice, and a greater opportunity to secure better results.

American Sugar Refining Company

The Most Complete Line of Sugar in the World

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FANCY PAPER EASTER EGGS

A truly wonderful line. From the smallest made to one as large as a Watermelon, in design of Pictures, Flowers and Comics. Prices to retail from 5c to $5.00 each. Unsurpassed for beauty and variety. All in stock for immediate delivery.

SNAPPING MOTTOES. We now have the largest sale in America and our constantly increasing sales show that for high class goods we must be quoting very cheap prices.

CHINA KEWPIE DOLLS. China Kewpies classily dressed, instant sellers. Prices from $4.50 per dozen upwards. Try them and see.

MINIATURE DRESSED CELLULOID DOLLS. 50 different styles. Brides, Grooms and a dandy unique variety at $1.50 per dozen. Try a few dozen assorted.

Catalog free on request.

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Daniel S. Dengler & Son, Inc.

Manufacturers of Collins' Ice Cream Powder and Vanilla Sugar

Importers and Wholesale Dealers in

Shelled Nuts and Confectioners' Supplies

Highest Grades **Best Qualities**

CORN SYRUP

ALMONDS **COCOANUTS** **PEANUTS**
CHOCOLATES **FLAVORS** **GLACED FRUITS, Etc.**

Full Line Fruit Juices, Crushed Fruits, Syrups, Etc., for the Soda Fountain. Write for Prices

102 Chestnut Street **PHILADELPHIA, PA.**

A DAY OF SPECIALISTS

If you knew as much about making sugar as you do about making candy—you would make

FRANKLIN SUGAR REFINERY CONFECTIONERS PURE CRYSTAL A PHILADELPHIA

To use in your Cream Work and for Hard Candy and Gum Drops—because it is exactly the thing for the purpose.

The Franklin Sugar Refining Company

PHILADELPHIA

"A Franklin Cane Sugar for every use"

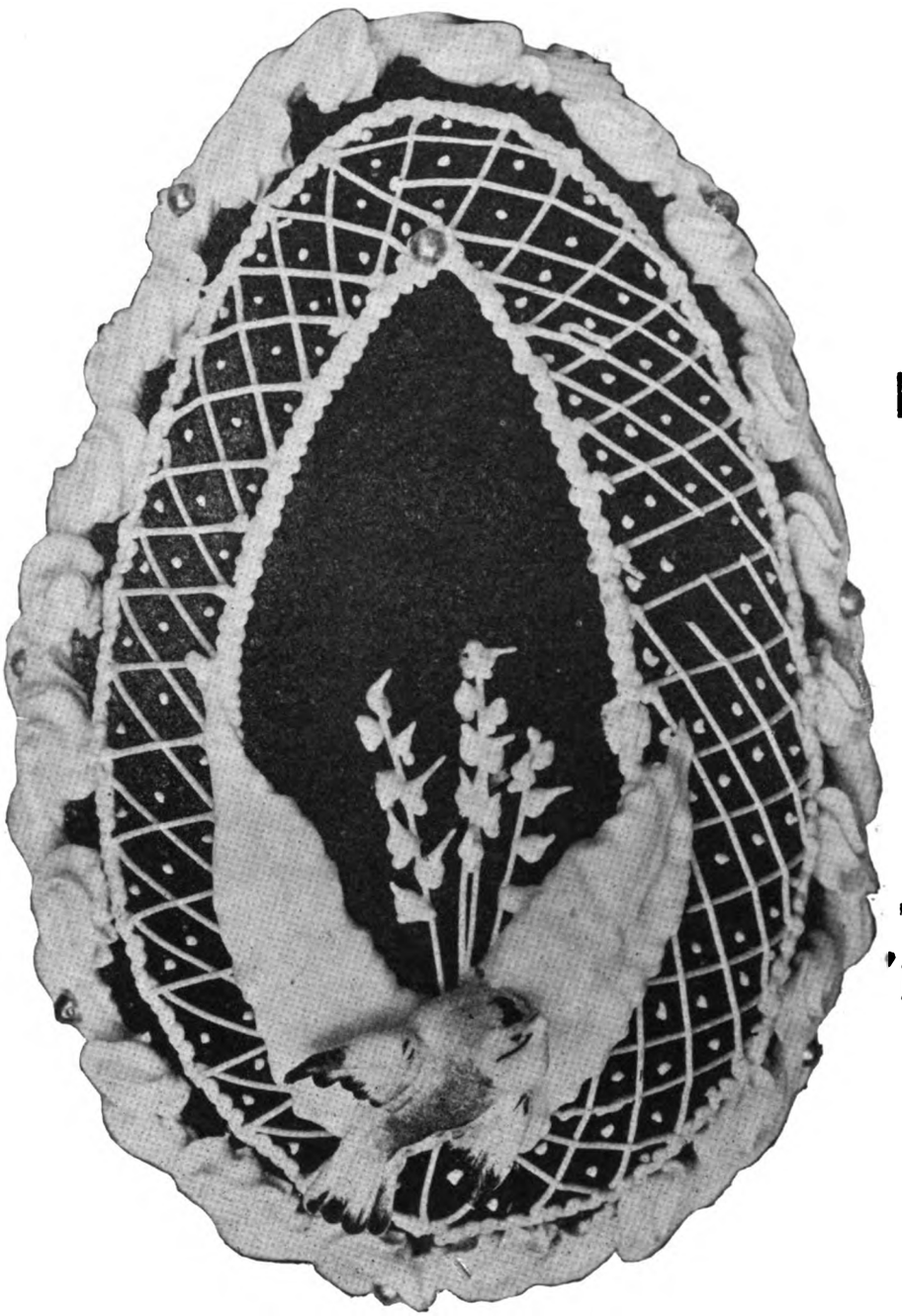
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Quaker City Easter Goods

Fresh Cocoanut

Rich Chocolate



Delicious Cream

Artistic Decorations

A Complete Easter Line

Wonderful Jelly Eggs

Chocolate Eggs of All Sizes

PRICES THAT WILL INTEREST YOU

Quaker City Chocolate and Confectionery Co.

PHILADELPHIA.

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A Good Reason Why You Should Buy

METRO "BETTER CANDIES"

Baltimore, Md., January 9, 1922.

The Metro Choc. Co., Inc.,
122 Washington Ave.,
Brooklyn, N. Y.

Gentlemen:—

Please increase our standing order for NUT MALLOWS, 24's, from one case to three cases, to be shipped weekly, until further notice.

Also please rush order given to your representative for Chocolate Cracks and 5c Pillows, and route all shipments in the future via B. & O.

Very truly yours,
Signed by one of the largest Jobbers.

The Metro Chocolate Co., Inc.

122-124 WASHINGTON AVE., BROOKLYN, N. Y.

Samples cheerfully sent.

REED'S BUTTER SCOTCH PATTIES

THE PUREST CANDY MADE

PACKED IN 5 LB. GLASS JARS



PACKED IN 5 LB. TIN CANS

ONE POUND CANS

The Most Popular and Successful Butter Scotch Pattie Package Ever Made

The delicious mellow satisfying flavor of Reed's Butter Scotch Patties combined with the attractive appearance of the lithographed can, its convenient qualities and many possible uses in the home—after it has served as a candy container—has made the one pound can package of Reed's Butter Scotch Patties an immediate success wherever it has been offered to the public.

PACKED IN CASES CONTAINING SIX DOZEN CANS IN CARTONS OF FOUR CANS EACH

ORDER NOW

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Purest in Quality and Best in Price

WE SPECIALIZE IN THE MANUFACTURE OF

Chocolate Coated Almonds
Chocolate Coated Filberts
Chocolate Coated Peanuts
Chocolate Coated Caramels

Our facilities enable us to quote lower prices than any other house in the country.

Also

FIVE CENT CHOCOLATE PEANUT BARS — Packed 40 to a box
ONE CENT CHOCOLATE PEANUT BARS — Packed 100 to a box

These Are Excellent Eating Pieces and Big Sellers

Favors For St. Patrick's Day and Easter

Here are two first-class assortments. All Popular Numbers, carefully selected. Order these now, so that you will have time to place re-orders.

St. Patrick's Assortment for $25.00!

1/2	Gr.	8400	St. Patrick Nut Cup with Gold Shamrock decoration	@ $4.50	Gr.	$2.25
1/4	"	8402/1	Irish Flag Basket Nut Cup	" 8.25	"	2.06
1/4	"	7404	Emerald Vanity Bag with Gold Shamrock Decoration	" 9.00	"	2.25
1/4	"	4413	Emerald Green Blowout with Gold Shamrock Decoration	" 9.00	"	2.25
1/6	"	4400	St. Patrick Horns with Place Card	" 12.00	"	2.00
1/6	"	8486/1	Irish Coleen Place Card and Favor Container	" 12.00	"	2.00
1/12	"	7441	Old Irish Well with Movable Bucket and Place Card	" 18.00	"	1.50
1/4	"	9439	St. Patrick Tassel Hat	" 9.00	"	2.25
1/6	"	9428	St. Patrick Yama Yama Hat	" 12.00	"	2.00
1/2	"	1475	St. Patrick Emerald Snapping Mottoes with Gold Shamrock Decoration—packed 12 to the box	" 7.20	"	3.60
1/3	"	1400	St. Patrick Snapping Mottoes with Irish Flag Decoration—packed 12 to the box	" 9.00	"	3.00
						$25.16

Easter Assortment for $25.00!

1/2	Gr.	A.87	Barnyard Fowls on stand	@ $3.75	Gr.	$1.88
1/6	"	F.320/1	Rooster on imitation log box	" 12.00	"	2.00
1/6	"	F.323/1	Rabbit on imitation log box	" 12.00	"	2.00
1/3	"	B.2515-16	Chick and Hen on stand with voice	" 12.00	"	4.00
1/6	"	Q.794	Comic Dressed Rabbit on Box	" 18.00	"	3.00
1/4	"	M.203-4	Chick and Rabbit in Bird Cage with voice	" 15.00	"	3.75
1/3	"	8501/1	Basket nut cup in Pink, Yellow and Violet Colors with chick or rabbit on handle	" 9.00	"	3.00
1/6	"	7501	Easter Bonnet, assorted colors, with concealed Nut Cup and Place Card	" 15.00	"	2.50
1/6	"	7532	Easter Wagon with chick in harness and chick on seat, in assorted colors	" 18.00	"	3.00
						$25.13

Complete New Catalog Illustrated in seven colors and Gold—sent upon request.

U-NEAK DINNER FAVORS, INC.
(Trade Mark)

10-12 EAST 23rd STREET NEW YORK CITY

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just a few of the many repeat sales on—

Beich's REG.U.S.PAT.OFF. "say Bikes"

Lady Betty PUDDIN'

REG. U. S. PAT. OFF.



In All Cases These Are Sales of One Dealer Only
Out of as High as 40 to the Town

Original Order		Repeat Order	Time
Springfield, Ill.	**15** cartons	**215** cartons	5 months
Joliet, Ill.	**3** cartons	**310** cartons	8 months
Cairo, Ill.	**5** cartons	**340** cartons	6 months
Alton, Ill.	**9** cartons	**105** cartons	3 months
Robinson, Ill.	**7** cartons	**176** cartons	5 months
Davenport, Ia.	**42** cartons	**254** cartons	2 months
Keokuk, Ia.	**5** cartons	**78** cartons	5 months
Slater, Mo.	**10** cartons	**45** cartons	2 months
Ponca City, Okla.	**10** cartons	**90** cartons	2 months
Pine Bluff, Ark.	**10** cartons	**32** cartons	2 months

PAUL F. BEICH CO.

BLOOMINGTON CHICAGO

American Peanut Corporation,

CLEANERS, GRADERS, SHELLERS
—AND BLANCHERS OF—

PEANUTS

Packing Buster, America, Mascot, and all grades of shelled and blanched peanuts.

BRANCHES

THE BAIN PEANUT CO., Inc., Branch, packing Superb, Belle of Wakefield, and Diamond Brand, and all grades of shelled and blanched peanuts.

THE GWALTNEY BUNKLEY PEANUT CO., Branch, packing under Bon Ton, Sun and Diamond G, and all grades of shelled and blanched peanuts.

THE DIXIE PEANUT CO., Inc., Branch, packing Monarch, Dixie and Crater, and all grades of shelled and blended peanuts.

NORFOLK STORAGE COMPANY, Branch, packing Trophy, Electric Light, Pilots, and all grades of shelled and blanched peanuts.

NORFOLK, VIRGINIA.

THE BAIN PEANUT COMPANY OF TEXAS, FORT WORTH, TEXAS.
THE BAIN PEANUT COMPANY, ALBANY, GA.

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Senneff-Herr's



Full Page of FACTS

We back up every article and every claim we make for our famous "Big 3" and additional lines of Candy Makers' Specialties.

Our products are NOT IMITATIONS in Name or Quality, as they are in a class by themselves.

They were originated 10 years ago and have gone through the processes of perfection until they NOW stand at the top,—"UNRIVALLED."

"Our Customers are Satisfied Customers"

We are anxious to make YOU one of them.

Send for our new attractive price list, Candy Makers' Guide or samples, but better still,—send us a trial order which will be shipped on approval.

Egg-O-Creme—For starch cast work.

Ripe Creme—Used for the same purpose, but a cheaper article.

X-L Caramel Paste—For Standing or Dipping Caramels.

Dipping Caramel Paste—For Dipping Caramels only.

Nougat Whip—For light, Fluffy Nougat Bars or Hand Rolled Chocolate Centers.

Special Nougat—For the same purpose, but not quite as light.

No Better Products ***No Better Prices***



SENNEFF-HERR CO.

INCORPORATED

STERLING, ILLINOIS



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Actual Size

Assorted Colors:
Red
Green and
Purple



Sells for
10c



Little Jack Horner

SURPRISE EASTER EGG

The Big Hit of the Easter Season—Big Strong Bright Colored Eggs—Filled With Good Candy. A Surprise in Each Egg.

Don't Miss This Big New One

The above sketch shows Jack Horner Surprise Easter Egg exact size. Made of Paper Mache by a brand new patented process that stands all kinds of rough usage.

Every egg is filled with candy kisses, but in addition it has a strong 20-inch pure gum rubber strip; together with printed directions for converting the egg into a Kum-Back Ball.

Jack Horner Eggs will have a tremendous sale this year. The supply is limited. Every jobber will not have them.

If you act quickly you will have a chance at big profits in your territory.

Here is the chance to put life and pep in your entire Easter line.

Write for Samples.

THE SYKES & THOMPSON COMPANY
CLEVELAND



TO THE JOBBER

JACK HORNER EGGS are packed in individual corrugated cartons—30 eggs to carton

Digitized by Google

Fluffy Tinsel for Easter Baskets and Decorations

Fluffy Tinsel can be had in gold or silver. In appearance and economy it is superior to colored excelsior or shredded parchment.

Tie your Candy Boxes with

Silk Tassel Cord

or

Tinsel Cord

It is strong, popular and enhances the attractiveness of boxes and packages. We manufacture only the best quality and our prices are right. Samples and quotations on request.

Write today.

John W. Gottschalk Mfg. Co.

Lehigh Avenue and Mascher Street

PHILADELPHIA, PA.



Virginia Dare **High Grade Hand Dipped**

Chocolates and Bon Bons

Package and Bulk

Complete Line Prices Right

Send for Quotations

Agents Wanted Everywhere

MADE BY

The

Clifford Bros. Co.

Baltimore, Md.





Shotwell's Molly O

The Bar of the Hour

Featured in connection with Mack Sennett's big film success, Mabel Normand's "MOLLY O." A picture of the play (one of a series of 80) is wrapped with each bar.

As Sweet as "Molly O" Herself

Dealers have quickly recognized this unusual merchandising opportunity. That is why Jobbers have proved it to be the FIVE CENT BAR of the SEASON.

You can increase your Candy sales with this big leader, and start a world of new business.

Ordering a case now insures immediate sales, resulting in a big repeat business.

Dealer helps sent on request.

The Shotwell Mfg. Co.

CHICAGO BROOKLYN

When in Chicago visit the
ALLIED CONFECTIONERS EXHIBIT
Second Floor Wrigley Bldg.

Specializing on

CHECKERS CANDY BARS MARSHMALLOWS

CHECKERS
Shotwell's Marshmallows
Shotwell's Candy Bar Specialties

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ATTENTION! Some Real Business-Getters!

Stuffed Dates (in 5-lb. boxes), (with walnuts, almonds, figs or peanut butter)
Fig Walnuts (5 lbs.)
Date Balls (120 count)
Fig Balls (120 count)
Chocolate Covered Fig Bars (24 count)

EXCELLENCY REPCO BRAND RELIABILITY PURITY Trade Mark

Chocolate Coated Penny Dates (120 count)
Chocolate Coated Stuffed Dates (5 lb.)
Chocolate Coated Plain Dates (5 lb.)
Chocolate Coated Half Figs (120 count)
Chocolate Coated Whole Figs (5 lb.)
Chocolate Coated Fig Walnuts (5 lbs.)
Chocolate Covered Date Bars (24 count)

Our new plant is going at full speed. We manufacture Date and Fig Specialties only—therefore we are enabled to quote low prices.

A Good Suggestion---Chocolate Covered Penny Dates (120 count)

THE BIGGEST VALUE AND TREAT FOR THE KIDDIES. WRITE FOR A SAMPLE ORDER.

We Solicit Your Patronage. May We Have the Pleasure of Serving You?

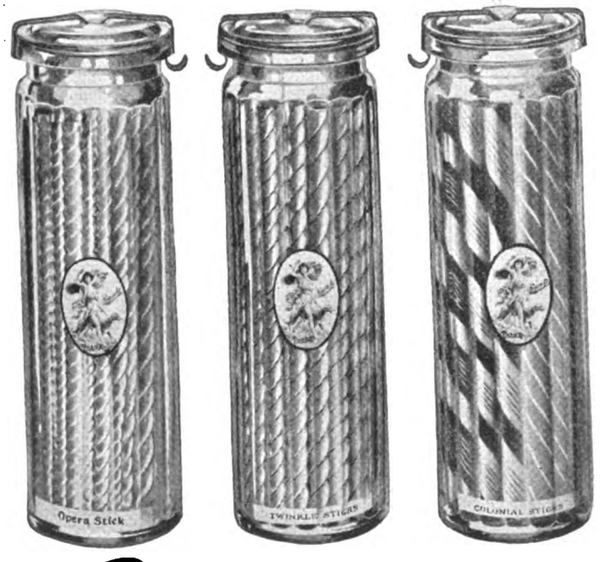
REVERE PRESERVING CO., Inc.

BEST IN QUALITY
LOWEST IN PRICE

DATE and FIG SPECIALTIES
20 FULTON PLACE
BOSTON 16, MASS.

QUOTATIONS TO
WHOLESALERS & JOBBERS

Select from the Largest Stick Candy Line in America



Wide variety of sizes, in jars and in bulk, enables you to suit your particular trade no matter what the requirements.

The wonderful flavor and glossy satin finish of Bunte Stick Candies we believe have never been equalled.

For the best selling line of stick candy, order Bunte. You will find Bunte Opera Sticks, Twinkle Sticks and Colonial Sticks a particularly attractive assortment. These come in jars in four sizes each, selling at 25c, 35c, 60c and $1.00.

The same sticks can also be had in bulk in 3- and 5-pound cans, in assorted and separate flavors.

Upon such quality has Bunte built the largest candy plant in America.

Write for samples and prices today.

Bunte ESTABLISHED 1876 CHICAGO

Fine Stick Candy

BUNTE BROTHERS

ESTABLISHED 1876

CHICAGO ILLINOIS

Makers of World Famous Candies, Cocoa and Cough Drops

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BIG CREAMY BARS

Extra Good—Extra Big—Quick Moving—5c

Brought out last October. Close's big Belmont bars have proved that they sell themselves.

Jobbers who stocked them sent in quick repeat orders.

These big Belmont bars are **right**—real creamy marshmallow in delicious nut chocolate.

If you are buying cautiously to make sure you stock only quick-moving goods in these days, watch the sales records made by Close's Belmont Bars.

Packed 24 bars in a carton. Foil wrapped or unwrapped.

Write for samples and prices.

THE GEORGE CLOSE COMPANY
CAMBRIDGE, MASS.

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Announcement

¶This is the trade mark of a new company which has stepped into the shoes of an old one.

¶It is the identifying mark of the Snows Candy Corporation, successors to the Continental Candy Corporation.

¶We want you to look upon it as a friendly sign of our intention to provide you with first-class specialties and "count goods," uniformly packaged and delivered on the dot.

¶It is your guarantee that in our factories we work to make our confections worthy of the old phrase—pure as the driven snow.

¶The incoming organization comprises men who know how to make good candy; the sales organization headed by M. T. Fisher, formerly of Borden and Loose-Wiles, knows how to help you sell it.

SNOWS
CANDY
CORPORATION
CHICAGO

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C. H. JONES COMPANY

276 West Broadway, New York

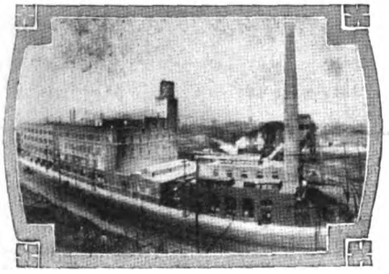
OFFERS

2. 3 CROWN VALENCIA ALMONDS, 28 lbs. to case, $10.36 ..... Per lb. 37c
3. 4 CROWN VALENCIA ALMONDS, 28 lbs. to case, $11.76 ..... Per lb. 42c
4. SMALL JORDANETTE ALMONDS, 30/31 to oz., 28 lbs. to case, $12.60 ..... Per lb. 45c
7. LARGE JORDANETTE ALMONDS, 21/22 to oz., 28 lbs. to case, $12.60 ..... Per lb. 45c
13. SPECIAL SELECTED ALMONDS, 220 lbs. to bag, $72.60 ..... Per lb. 33c
14. MARCONA ALMONDS, 28 lbs. to case, $12.32..... Per lb. 44c
15. BLANCHED ALMONDS, 100 lbs. to case, $15.00..... Per lb. 15c
16. UNSELECTED ALMONDS, 220 lbs. to bag, $66.00.... Per lb. 30c
30. 1921 Crop BORDEAUX WALNUT PIECES, 55 lbs. to case, $30.25 ..... Per lb. 55c
32. 1921 Crop CHABERT WALNUT HALVES, 55 lbs. to case, $37.95 ..... Per lb. 69c
33. 1921 Crop CHABERT STYLE WALNUT PIECES, 55 lbs. to case, $30.25 ..... Per lb. 55c
34. 1921 Crop CHABERT STYLE WALNUT HALVES, 55 lbs. to case, $34.65 ..... Per lb. 63c
60. MACAROON CEYLON DESICCATED COCOANUT, 130 lbs. to case, $14.95 ..... Per lb. 11½c
61. MEDIUM SHRED COCOANUT, 130 lbs. to case, $14.95 ..... Per lb. 11½c
62. LEVANT FILBERTS, 176 lbs. to bag, $29.92..... Per lb. 17c
70. LONG NAPLES SHELLED FILBERTS, 112 lbs. to bag, $28.00 ..... Per lb. 25c
90. SHELLED BRAZIL PIECES, 300 lbs. to bbl., $111.00. Per lb. 37c
91. SHELLED WHOLE BRAZILS, 225 lbs. to bbl., $103.50. Per lb. 46c
100. 1920 Crop SAIR DATES, 70 lbs. to case, $4.20..... Per lb. 6c
101. 1920 Crop Hallowee Dates, 70 lbs. to case, $5.95..... Per lb. 8½c
102. 1921 Crop Hallowee Dates, 70 lbs. to case, $6.83..... Per lb. 9¾c
105. 1920 Crop Fard Dates, 70 lbs. to case, $6.30..... Per lb. 9c
130. JONES MILK CHOCOLATE COATING, 100 lbs. to case, $20.00 ..... Per lb. 20c
131. JONES SPECIAL VANILLA CHOCOLATE COATING, 100 lbs. to case, $23.25 ..... Per lb. 23½c
132. JONES SPECIAL CHOCOLATE LIQUOR, 100 lbs. to case, $15.50 ..... Per lb. 15½c
160. No. 1 SPANISH PEANUTS, 100 lbs. to bag, $6.50.. Per lb. 6½c
161. No. 2 SPANISH PEANUTS, 120 lbs. to bag, $6.00..... Per lb. 5c
162. No. 1 VIRGINIA PEANUTS, 120 lbs. to bag, $7.80... Per lb. 6½c

Subject to Prior Sales ***Shippers Weights***

Terms: Net Cash, F. O. B. New York. ***Less than 100 lbs. Via Express***

Check must accompany order where credit has not already been arranged.



CHICAGO PLANT

DRIED EGG PRODUCTS
from China

CEYLON DESICCATED COCONUT
all cuts

MOULDING and THIN BOILING STARCHES

CONFECTIONERS' FLOUR

Continuity of Purpose

The idea of a specialized service centered upon a chosen group of products was born within this organization fifty-six years ago.

Through periods of both industrial expansion and depression a policy of uniform product value has stood unshaken.

This continuity of purpose, under expert administration of able representatives, has moulded favorable opinion as reflected by the generous trade response of a varied clientele.

STEIN, HALL & CO., Inc.

Manufacturers and Direct Importers

61 Broadway New York City

BRANCHES:

BOSTON PHILADELPHIA SAN FRANCISCO
STEIN-HALL MFG. CO.
CHICAGO

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"Time"

to fill-in your stocks so you'll be in position to make every "minute" count. Feature

Mueller's Wrist Watch

Mounted on "Famous" Licorice

A PENNY novelty that will sell with every tick of the clock. The attractively colored watch dial is mounted on a generous-size band of delicious "Famous" licorice—so made that the kiddie can wrap the band around his wrist and clasp it together with the watch face. **GET BEHIND THIS LEADER NOW.**

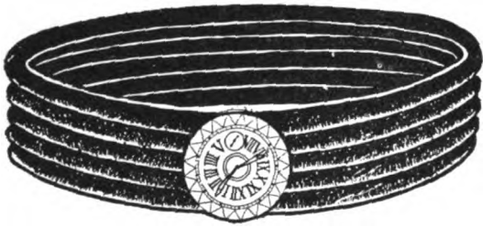


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Other Mueller Successes—All Wholesome, Quality Licorice Specialties

Cigarettes	120 "Famous" Flexible Stick
Whoppers	120 "Famous" Train Assortment
Twisters	Busters
240 Tubes	Big 4
Traveler's Companion	Chocomels
Plug	Brick
Trio Tubes (120 Count)	Lozenges for Manufacturing
Whips	Ends for Grab Bags
Cigars (Banded)	Sucker Sticks
120 Tubes	Cogs
	XLCR Hard Stick

Prepared with the finest grade of *Spanish* licorice by

The John Mueller Licorice Co.

Wade and Freeman Sts. **Cincinnati, O.**

"Famous"
MUELLER MADE
LICORICE

Made "Famous" and kept "Famous" by two generations.

TEACHER — You have named all domestic animals save one. It has bristly hair, it hates a bath, and is fond of mud. Well, Tom?

Tom — (shamefacedly) — That's me.—*Chicago Herald and Examiner.*

MRS. Goodsole: I am soliciting for the poor. What do you do with your castoff clothing?"

Mr. Longsufferer: I hang them up carefully and put on my pajamas. Then I resume them in the morning.—*Boston Globe.*

MY little baby girl," proudly proclaimed the young dentist, "is only 8 months old and is getting a tooth!"

"Huh!" sneered the young chiropodist, "my little baby boy is only 7 months old and is getting a corn!"—*Science and Invention.*

WILLIE was running the lawnmower when the minister stopped at the house.

"Is your mother in, Willie?"

"Do you think I would be cutting this grass if she wasn't?"—*Vancouver Province*

FUNNY thing about Jackson; he never motors his wife out to the country any more on Sunday."

"There's a reason. He claims it's bad enough to have to lug home stuff from the city on week days without having the wife pick up produce bargains along the country roads on Sundays."—*New York Sun.*

I DON'T know whether I'm acceptable to her or not."

"Does she ever look wildly about the room after you've been there for about half an hour and then start the phonograph?"

"No."

"You're making progress."—*Birmingham Age-Herald.*

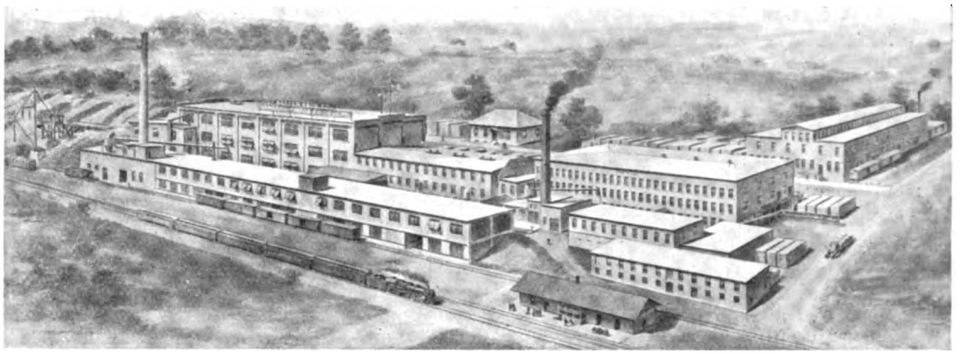
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SETTER

HARD MAPLE SUCKER STICKS

BOTH BLUNT AND POINTED

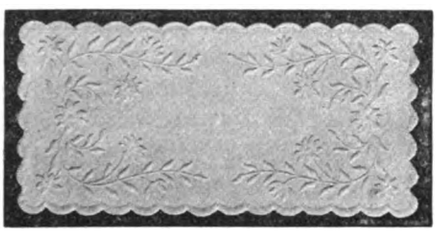
Large Stocks Always on Hand



Samples and prices will convince you that these are the Sticks you ought to use

SETTER BROS. CO.

Cattaraugus, N. Y.



Candy Box Mat

Worthy of Your Trade and Service



Layer Card

Don't overlook the importance of quality in every item—your service can be improved by using

Milapaco
Lace Papers of Character

- Paper Doilies
- Paper Sundae Dishes
- Bon Bon Cups—plain and printed
- Box Top Laces—plain and embossed
- Dividers
- Embossed Blotter Mats
- Padolene
- Strip Laces and Embossed Name Laces
- Silver Plated Sundae Dish Holders
- Glassine Bar Wraps—printed
- Fibre Padding
- Layer Cards
- Aluminum Bar Wraps—printed
- Pail Laces

Beware of imitations. Insist on **"MILAPACO"** when ordering of your jobber—it is the original lace paper of character, *manufactured only by*



Candy Divider

MILWAUKEE LACE PAPER CO.

Cor. Lee & Bolton Sts., Milwaukee, Wis.

Est. 1899

New York · New Orleans · Boston · Montreal · Vancouver · San Francisco · Winnipeg · Calgary · Chicago · Toronto

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CONFECTIONERS JOURNAL
Oldest Paper of its Class in the World

Vol. XLVIII | February, 1922 | No. 565

CONFECTIONERS JOURNAL

Founded in 1874 by Edward A. Heintz
Published on the First of Each Month by

The Confectioners Journal Publishing Co.

CHARLES McD. HARVEY
President and Managing Editor

WALTER W. GALE
Vice President and Treasurer

FREDERIC W. HARVEY
Secretary

FRANK H. TAYLOR
Associate Editor

LOUIS W. ROESCH
Circulation Manager

411-413 Walnut Street, Philadelphia

Subscription price, $3.00 per year; single copies, 30 cents
Canada, $3.50; Foreign, $4.00 a year

Changes for advertisements must be received by the 10th of the month

No cancellation of advertisement received after the first of the month

Make remittances payable to the order of
The Confectioners Journal Publishing Co.

Member Audit Bureau of Circulations

NOTICE TO ADVERTISERS—In order that we may protect our advertisers from unfair competition, and our pages from unpleasant controversy, we reserve the right to object to the wording of any advertisement, and contracts will only be accepted by us with this understanding.

MOTTO FOR FEBRUARY

Feb's days are twenty-eight, and so,
Every day should count, you know,
But Sundays; Washington's birthday, too,
Reduce the work-hours quite a few.
Under these conditions, then
About the best advice to pen
Remains for us to simply say,
You'd better hustle night and day.

All of the "Journal's" subscription agents bear letters of identification. Do not pay money to any one who cannot show proper credentials. Agents have no authority to change subscription price, or to "club" the "Confectioners Journal" with any other publication at a cut rate. We will thank any confectioner to let us know of any agent violating our instructions.

Once More On the Way

THE general tone of the published business reviews of the year 1921 are decidedly optimistic. Facts are cited which prove that we are a long way upon the road to normal activity. Some industrial writers make the statement that the year lately closed broke all records, as far as the United States is concerned, for achievements in trade and industry.

One big item set forth is that we sold products abroad in excess of all imports to the value of $2,000,000,000. Production in many of the staple manufactures declined last year because of strikes and the use of money in squaring up the accounts of 1920. Prices are declining, purchasers are again in the market, more men are finding jobs.

A year ago we narrowly escaped runs upon the banks. They are now amply able to assist employers to extend operations. In the field of railroading, profits increased every month through the past year. More than 200,000 workmen who had been laid off by the carrying companies got back their jobs.

Storekeepers in the great agricultural districts, where "hard times" hit everybody, are now looking ahead and re-stocking. We have now awakened from a mighty bad dream. The morning sun shines brightly. Its time to tumble out and get busy!

Look Ahead

FROM a business standpoint the first of February only just gets the New Year started. It takes most of us the greater part of January to clear up the odds and ends of the last year's business, but February finds us in good order for whatever may be ahead of us. It unfolds to us something of the outlook. We know, from experience, that we will all have our share of the fat and the lean of life. The unexpected will keep on upsetting our well devised plans. When things go wrong it is best to consider them calmly, and find the remedy. But there is always more of the good in our lives, than of the bad. That man best succeeds who persistently believes in the future. Most of the set-backs we feared in the past never happened. Most of our good fortune has come to pass because we have striven cheerfully to deserve it.

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The year ahead, eleven months of opportunity, will be, for us, as a rule, just what we make it. There are good signs of financial and industrial improvement. This is a big, rich, and progressive country, capable of buying and consuming all that our workshops and factories may produce, whether it may be machinery, clothing, candy, or anything else. It's a good time to brace up, advertise and let everybody know that you are an apostle of prosperity.

Finding Things Out

A WELL known Eastern manufacturing concern, alive to its own interest, and also to the subject of well placed advertising, recently mailed the following questionnaire to all publications carrying the advertisements of the house. This confectionery establishment has reached a point where it is "finding things out." If more advertisers would pursue the same plan they could then very easily "separate the wheat from the chaff," and the gilded bluffer would then walk the plank. The CONFECTIONERS JOURNAL is a member of the Audit Bureau of Circulation of Chicago, and more than that, it is a charter member.

The questionnaire follows:

NAME OF PUBLICATION:

1. How many full paid annual subscribers have you?
2. What percentage of subscribers renew?
3. How many copies do you sell?
4. What proof have you to offer?
5. Are you a member of the Audit Bureau of Circulations?
6. If not, why not?
7. Has any independent concern audited your circulation rolls at any time?
8. If so what is the name and address of the concern?
9. What are your advertising rates at present?
10. Do you contemplate a reduction in your advertising rates?
11. If so, when and to what extent?
12. If not, why not?

Back Salesmen With Real Advertising

A BANKER of national repute was lately quoted as saying:

"My view of 1922 can be summed up in a very few words. To those concerns who have or will make adjustments in costs to meet the new marketing conditions, that are developing or will develop a sales force with grit and determination to get better than their share of business, to those concerns who have the vision of backing up their sales force with the proper advertising, I predict a prosperous year for 1922; prosperity in proportion to the nearness that they approach 100 per cent efficiency on the elements of success outlined above."

A Little Sermon on Success

THE chief reward of financial success, with most men, is found in the sense of accomplishment and the wise use of wealth. Few persons, having the ability to accumulate money, get out of it all that they have hoped to win, but they have done something to enrich the world and to provide employment for others.

Probably the majority of the great educational institutions in the land owe their existence to the endowments made out of the proceeds of business. Everywhere we see important industries now controlled by the sons of men once poor, but who believed in their own destiny. Millions live in the enjoyment of affluence derived from hard work done before they were born. Inherited possessions imply responsibility as well as power, opportunity and plenty. They are sacred trusts, to be fostered and transmitted to oncoming generations. The satisfaction that leads us on is found less in the spending of our garnered substance than in the consciousness that we have done our part well through the years of our active lives and the knowledge that, through it all, we have played the game fairly and wronged none.

For Better Mail Addressing

THE postal authorities have sent out, for wide publication, a circular of instruction regarding careless and faulty direction marks on mail packages. The Department says:

"Many labels and tags have the return card of the sender printed entirely across the lower portion where the name and address of the addressee should be and where postal employes are accustomed to look for it.

"Experience has shown that the practice causes confusion in the mails, matter bearing such labels or tags often dispatched from the office of mailing frequently being returned to the sender instead of being transmitted to the addressee. The return card is often printed in such large, bold-faced type that it attracts more attention than the name and address of the addressee and this also causes confusion.

"In addition to the foregoing, many labels and tags bear so much colored matter that they contravene provisions of the postal laws and regulations, which contemplates that the name and address of the addressee shall not be obstructed by extraneous matter, and that space shall be preserved for directions for forwarding, return, etc.

"Postmasters should advise mailers, as well as the manufacturers and printers of tags, labels, etc., of the foregoing and invite attention to two model forms shown in the Postal Guide. It should also be suggested that labels and tags prepared in future for mailing purposes be so arranged that the name and address of the addressee will be more con-

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spicuous than the return card of the sender, and that the latter appear in the upper left corner."

Why We Celebrate Them

THE guiding hand of George Washington laid the corner-stone of the Republic. The genius of Abraham Lincoln kept it intact against disintegration. The cost was great, but the beneficent results were beyond comprehension. These two men, with the patriotic support of their contemporaries in authority, saved modern civilization from being the laughing stock of hereditary princes. We may need future Washingtons and Lincolns, in times of stress, but whoever they may be—when they may step forth from the ranks of the common people—they will be guided in what they do, by the examples of the two great leaders who were born in the month of February. It is well, therefore, that we should properly understand and recognize the value of preserving their birthdays as legal holidays as a lesson to the youth of the future.

Five Hundred Business Books

UNDER this head the American Library Association of Chicago has in print a catalogue of practical books dealing with the principles of business in all of its problems of management, production, buying and selling.

Referring to these diverse sources of information and teaching, Dr. J. C. Dana of the Newark, N. J., Public Library, has this to say:

"Behind newspapers, not so often seen on the public highways, but more definitely effective in their teaching, has grown up a group of trade or technical journals. They are born evidently of two things, the habit of reading, which is the child of the printing press and the school, and the wish to learn more of one's calling, which is itself in part a product of the reading habit and in part of the competition between industry and industry and between man and man.

We have the schools and universal ability to read; the readers, the printing press and cheap paper, and, therefore, the omnipresent newspaper; the newspapers, encouraging the reading habit, and a thirst for news, which only the practice of the reading art can satisfy, and, therefore, more and more readers; industrial development among a migrant, resourceful and inquiring people in a land of unlimited resource, and, therefore, a habit of competing in industry which called out all that there was of power and knowledge in every competitor; the competitor's demand for more knowledge of his special calling, and, therefore, the special trade and technical journal; the further demand, by the leaders in competing industries and the superintendents, managers, foremen, and more ambitious workers, for well-digested summaries in book form of the best that the special trade and business journals had put forth.

Canada Stays Operation of Marking Act

AN order-in-council has been passed further postponing the operation of section 12 A of the Customs Tariff Act, which provides that all goods imported into Canada must be marked with the name of the country of origin, until after the next session of Parliament. It was provided in the original section that it should come into force on October 1st, 1921, but objections received from importers and others have led to the delay in its enforcement. The section provides a penalty of $1,000 fine or one year's imprisonment or both, for failure to conform to the provisions regarding marking of goods. The Marking Act—as section 12 A. of the Customs Tariff Act has since come to be known—has aroused opposition since brought down last session. It was criticized as causing inconvenience among importers. Regulations made were modified shortly before the Meighen administration resigned office and operation of the act itself was postponed until the end of last year.

Four Essentials of Success

A PROMINENT speaker told the members of an Association of Credit Men, last month, that success in business depends upon four qualities. "These are," he said, "first, the ability to think in fundamentals; second, the constructive ability and force to put ideas into action; third, mental attitude, and, fourth, personality, which is the outward reflection of character. A man who would succeed must realize that success lies in everything that he does. He must be broad, open-minded and possess the ability to co-operate with others."

Advertising the Life of Business

IN every line of industry the men who are doing good business today and who expect to do still better, are those who kept their advertising alive and in sight all through last year. As a recent editorial in a prominent newspaper puts the matter: "Advertising is just as great a necessity to an active business life as food and drink are to a healthy physical existence. If you stop eating, you die for the want of sustenance. If you stop advertising your business dies for want of publicity."

THE little leaks may not put your business into the bankruptcy court, but they may take off all the net profits each year.

WHEN you set out to cut down your store expenses, don't do as many a shortsighted man has done and begin with the advertising expense.

WHEN you save time by some efficient method of management, don't waste that time so saved. Use it for the advancement of your business.

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The Business Quiz

Question No. 1—If it costs you 20% on your gross sales as "overhead," what is your profit on goods marked 50% above cost?

Question No. 2—If you carry a stock of $5000 (cost) and you do a business of $50,000 per year on a retail "mark up" of 50% on cost, how many times per year do you turn the stock?

Question No. 3—If you give a note for three months and one for ninety days, when do same fall due?

Question No. 4—What is meant by the "book and line" system of recording cost prices?

Question No. 5—How is it possible for you to sell goods in the order of their purchase so no dead stock accumulates?

Question No. 6—What is the "quota" system of paying salary to salespeople?

ANSWERS

Answer No. 1—Fifty per cent on the cost price equals 33 1-3% of the selling price. Twenty per cent "overhead" means you make just 13% net.

Answer No. 2—A store doing a yearly business of $50,000 on a $5000 stock does not turn the stock ten times as supposed but 7½ times by reason of the fact that "turn over" is figured on retail sales and the stock on cost.

Answer No. 3—A note given for three months is due the corresponding day of the third month. A note given for 90 days is due exactly that number of days after date.

Answer No. 4—The "book and line" cost system consists in using a book with pages numbered 1 to 500, each page containing 60 lines. If you desire to look up costs refer to ticket on goods; this may be marked "54-22." Thus you refer to page 54, line 22 to determine the price which is entered on that page and line.

Answer No. 5—Use a letter for each month of the year, thus a ticket reading "C" shows the goods were purchased in March and must be sold before goods lettered "J" or October are offered for sale.

Answer No. 6—The "quota" system of pay means giving each person a figure or quota to reach, after which a percentage is paid on sales over and above said quota.

Living Up To a Good Reputation

WHEREVER there is modern energy, as applied to making and selling; wherever there is business system, initiative and progress, there is the motive power of advertising, well-planned publicity, reaching purchasers and consumers through mediums of the highest efficiency. There is, as a rule, connected with every important trade organization at least one business magazine which is recognized as the most efficient medium between the producer and the seller.

The Confectioners Journal has held that relation to the candy industry of the country through nearly a half century. It is respected by and holds the confidence of its advertisers and readers because it makes good. It backs every assertion with the proof. It holds membership in the Audit Bureau of Circulations which means that its circulation records are audited and proven. The Confectioners Journal promises no more than the truth, but it does all that the truth requires.

Business Troubles of Today Are Not Merely Psychological

By J. H. Tregoe,

Secretary-Treasurer, National Association of Credit Men

TELLING a patient to stand up on his feet, believing thereby that he can exert strength enough to do it, might prove successful if the patient were laboring under some imaginary trouble, but would never work if he were really not strong enough to stand. It seemed to us by a similar token, most unwise to offer panaceas to business in the belief seemingly that our troubles were merely psychological. There is psychology always where human enterprise is concerned, but we assure our readers that the present economic conditions are far from entirely psychological and we have been too sick to stand up on our feet merely at the word of command.

Offering remedies that would make people believe that the correction of this situation could be done over night has stimulated false hopes and we deprecate them immensely. Our recuperation process must be slow in order to be permanent and substantial. We were brought to a low pass by indiscretions. We played fast and loose with our commercial system. We danced and had to pay the fiddler.

Recognizing the need of bringing in better business by natural methods and not by a process of command or over-night remedies, our attitude should be of persistently working with prudence and determination to get things right, and this can only be done by observing natural laws in the conduct of our own enterprises by observing prudence in the buying and selling of commodities and the extension of credit. Force of any kind might be disastrous. To give the patient credit for more strength than he has will arouse false hopes.

Common sense should be the order of the day, and only by this good quality can we recognize the real need of the period and that we cannot hope for a perfectly restored patient until his strength is back and he is able to weather the hard knocks of each day.

IF you must have an argument be sure that you have the facts to back it up. It goes hard with most of us to admit that, perhaps, after all we are mistaken.

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Brief of the National Confectioners' Association of the United States

To the Honorable Members of the

COMMITTEE ON FINANCE, U. S. SENATE,
Washington, D. C.

Gentlemen:

Supplementing the arguments orally presented by our Secretary at the hearing on December 31, 1921, we are pleased to submit herewith for your consideration our Brief relative to the proposed Import Duties on Sugar Candy and all Confectionery; Walnuts and Almonds.

The membership of the National Confectioners' Association of the U. S. includes 725 manufacturing confectioners who are located in nearly every state in the Union and whose total output is about 80 per cent of the total output of the Confectionery Industry.

CANDY:

Paragraph 506:

Relative to the proposed duty of 30 per cent ad valorem on Sugar Candy and all Confectionery, as provided in Paragraph No. 506 in the pending Tariff Bill, H. R. 7456:

The present tariff rates on Candy and all Confectionery as provided in Schedule "E" Paragraph 180 of the Tariff Act of October 3, 1913, are as follows:

"180. Sugar candy and all Confectionery not specifically provided for in this Section, valued at 15 cents per pound or less, 2 cents per pound; valued at more than 15 cents per pound, 25 per cent ad valorem. The weight and the value of the immediate covering, other than the outer packing case or other covering, shall be included in the dutiable weight and the value of the merchandise."

We recommend that the following rate shall be put into effect:

"506. Sugar Candy and all Confectionery 50 per cent ad valorem. The weight and the value of the immediate coverings other than the outer packing case or other covering shall be included in the value of the merchandise."

FOREIGN COMPETITION A SERIOUS FACTOR:

There are many large candy factories in Germany, England, France and Canada which, prior to the Great War, shipped Candy into this country in large quantities. Smaller quantities were shipped from various other countries.

The economic conditions in these countries will force the owners of these large Candy factories to sell their surplus production in foreign markets, and the United States will be an inviting field.

Taking into consideration these conditions, it is evident that in the very near future we must contend with intensive foreign competition unless we are given adequate protection by a higher duty than that provided in the pending Tariff Bill.

LOW COST OF PRODUCTION IN FOREIGN COUNTRIES:

Candy manufacturers in England, Germany, France and Canada can produce the same grades of Candy at a much lower cost of production than United States manufacturers, largely due to lower duties on various raw materials and draw backs allowed on exports by these countries.

Wages, and the cost of sugar and other materials are very much lower.

Wages paid to male and female workers in Candy factories in those countries from which we will have the keenest competition are as follows:

Germany	4 cents to 11 cents per hour
France	4 cents to 13½ cents per hour
England	14 cents to 26 cents per hour

Wages paid the same classes of male and female workers in Candy factories in the United States average from 25 cents to $1.00 per hour. The labor cost as compared with the total cost of production averages about 20 per cent, and as compared with total sales, averages about 15 per cent. The labor cost per pound of candy produced averages from 1½ cents to 10 cents per pound, depending on the kind and character of the candy. If made by machinery the labor cost is proportionately lower than if made by hand.

JAPANESE COMPETITION:

We are reliably informed that Japanese Candy manufacturers are making extensive investigations relative to the opportunities for the sale of their products in the United States.

Should they invade this market, as they very likely will do, it will be a very serious matter for our Industry.

The low cost of production, due to extremely low wages and low cost of raw materials and packages, would enable them to flood this market with low-priced Candies, and would make them very formidable competitors.

Wages paid male workers in Candy factories in Japan average about $1.00 per day, or $20.00 per month, with board, as compared with $4.00 to $10.00 per day paid to male candy workers in the factories in the United States.

The Candy factories in Tokyo, Yokohama and Kobe, we are reliably informed, are equipped with the most modern, up-to-date candy machinery, a great deal of which was manufactured in the United States.

The quality of the candy manufactured in these plants and the method of packing, compares very favorably with similar kinds of candy manufactured in the United States and England.

The Morinaga Confectionery Co., Ltd., of Tokyo, employs 2,000 male and female workers and is one of the largest concerns of its kind in either Europe or Asia.

FOREIGN COMPETITION ON LOW-PRICED CANDIES:

Foreign competition will be on low- and medium-priced Candies. Such Candies are sold by manufacturers in the United States at prices averaging 20 cents per pound and less.

The cost of production has not decreased to such an extent as to enable United States manufacturers to make any further reduction in their prices and at the same time make a decent living profit. Manufacturers have reduced their prices on an average approximately 50 per cent, which is equivalent to a 100 per cent advance.

The slight decreases in the prices of some few basic raw materials are more than offset by the proposed increase in the duty on sugar and various raw materials and the increase in labor and overhead expenses, the latter, as compared with 1920, showing an average increase of about 40 per cent.

The low- and medium-priced Candies are staple lines on which there is the keenest local competition. They are sold at a very narrow margin of profit, and constitute approximately 80 per cent of the entire output of all kinds of candy.

Therefore, 80 per cent of the entire output of the Industry would be seriously menaced by low-priced foreign candies.

DUTIES INCREASED ON OTHER BASIC RAW MATERIALS:

The present and proposed duties on various other raw materials, which are used in large quantities by manufacturing Confectioners, are as follows:

	Present Duties	Proposed Duties
Almonds, not shelled	3c	5c
Almonds, shelled	4c	15c
Walnuts, not shelled	2c	4c
Walnuts, shelled	4c	15c
Egg albumen	3c	15c

The duties on 165 kinds of materials used by manufacturing Confectioners have been increased from 10 per cent to 400 per cent, such as the increased duties on Essential Oils, Flavoring Extracts, and Colors, which further increase our cost of production and make it still more difficult for us to compete with foreign manufacturers and which is surely going to be a serious factor in the development of our Industry.

We are, therefore, vitally interested in the proposed duties on various raw materials and especially in the proposed duties on shelled nuts, which we consider are unreasonably high.

Furthermore, our industry is burdened with taxation to

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such an extent as to further increase our cost of production and make it possible for foreign competition to enter this market.

DUTY ON CANDY AS COMPARED WITH THE DUTY ON SUGAR:

The proposed duty will not give adequate protection to our Industry, and we respectfully request that the duty on Candy and all Confectionery be made 50 per cent ad valorem.

There is a direct relation between the duty on Sugar and the duty on Candy and Confectionery.

The duty on Sugar as provided in recent tariff bills is as follows:

	Sugar		Candy	
	96° test	Refined	Under 15c per pound	Over 15c per pound
Payne	1.68c	1.95c	4c per lb. and 15% ad valorem	50% ad valorem
Underwood ..	1.25c	1.36c	2c per lb.	25% ad valorem
Fordney	2.00c	2.16c	30% ad valorem	30% ad valorem

The duty on raw sugar 96 degree test in the pending Tariff Bill as compared with the present duty as provided in the Underwood Bill is increased approximately 60 per cent.

Furthermore, the Underwood Bill provided that sugar should be placed on the free list on May 1, 1916, but this provision was repealed by Congress on April 27, 1916.

Therefore, with free sugar contemplated, the duty as provided in the Underwood Bill on Candy, and all Confectionery valued at 15 cents per pound or less is 2 cents per pound, and valued at more than 15 cents per pound, 25 per cent ad valorem.

On the same basis, with the duty on raw sugar 96 degrees test 2 cents per pound as proposed in the pending Tariff Bill, the duty on Candy and all Confectionery should be at least double the present duty which would be practically the same as the duty in the Payne-Aldrich Bill and we are therefore asking for a uniform duty of 50 per cent ad valorem.

SIZE OF INDUSTRY:

The Confectionery Industry is one of the largest industries in the United States. There are approximately 3,150 manufacturers with an investment of $315,000,000, who sell the wholesale and retail trade, consisting of approximately 3,500 candy jobbers and 75,000 candy retailers.

This, however, does not include several thousand wholesale and retail grocers and wholesale and retail druggists, through whom a large volume of candy is distributed.

We have no means of knowing the value of the investment of the wholesalers and retailers, but it is obviously very great.

The total value of the output of the manufacturers for the year 1919 was approximately $450,000,000.

The total number of employees engaged in the manufacture of candy, which does not include salaried officials, managers, office employees or salesmen, or the employees of the jobbers and retailers, is approximately 76,000.

The total number of employees engaged in the industry is approximately 250,000.

OVER EXPANSION OF INDUSTRY IN THE UNITED STATES:

The Confectionery Industry in the United States has always been highly competitive, and, furthermore, due to over-expansion during the war period there is now serious over-production and keener competitive conditions than ever before and a further invasion by low-priced foreign competition would be disastrous.

SUGGESTION AS TO CHANGE IN PHRASEOLOGY:

Since the Tariff Act of August 10, 1790, Candy has been referred to as "Sugar Candy."

Candy and Confectionery, as you know are now made from various kinds of raw materials including Sugar, Nuts, Fruits, Chocolate, Gelatine, and many other food products.

We therefore contend that the descriptive "Sugar Candy" is inaccurate. It was probably correct at the time it was first used in the Revenue Act of August 10, 1790, for at that time the principal ingredient in all kinds of Candy was sugar.

We therefore recommend the following change in phraseology in Paragraph 506:

"Candy and all Confectionery, etc."

HIGHER DUTY ABSOLUTELY NECESSARY:

We are, therefore, appealing to you for adequate protection through a higher duty.

There is no opposition to a higher duty, and it would give our Industry the protection which we must have against ruinous foreign competition.

We trust, therefore, that our request for a duty on **Candy and all Confectionery of 50 per cent ad valorem** will receive your favorable consideration.

ALMONDS:

Paragraph No. 754:

The Amendment to H. R. 7456 proposed by Senator Johnson of California, changes Paragraph No. 754, to read as follows:

"Almonds, not shelled, 5 cents per pound;
shelled, 15 cents per pound."

The rates proposed by Senator Johnson are unjustifiably and unreasonably high, and for the reasons set forth herein we respectfully recommend the following rates:

ALMONDS, NOT SHELLED, 4 CENTS PER POUND
ALMONDS, SHELLED, 6 CENTS PER POUND

The present Import Duties on Almonds as provided in Paragraph 223 of the Tariff Act of 1913 are as follows:

"Almonds, not shelled, 3 cents per pound;
Almonds, shelled, 4 cents per pound."

The United States Tariff Commission is the authority for the statement that the world production of Almonds is estimated at 725,000,000 pounds, and the export surplus at about 200,000,000 pounds of which the United States receives nearly 40 per cent, or about 80,000,000 pounds, more than twice as much as any other nation.

On an unshelled basis the domestic production and the imports of Almonds for the last three fiscal years as published in the Tariff Information Surveys are as follows:

	Domestic Production	Imports
1918-1919	10,200,000 lbs.	76,225,177 lbs.
1919-1920	15,699,748 "	78,350,615 "
1920-1921*	11,000,000 "	54,946,527 "

*Estimated.

The United States produces between 1 and 2 per cent and consumes about 12 per cent of the world's Almond crop.

The California Almond Growers' Exchange markets about 75 per cent of the domestic crop, and annually establishes minimum prices.

The total California crop produced during the fiscal year 1919-20 was less than one-fifth of the total amount of Almonds imported during that period.

If the same ratio of increase in the domestic crop during the past ten years is maintained during the next ten years the California crop in 1929-30 will be only about 20,000,000 pounds, which would be only about 25 per cent of the total amount of Almonds that were imported during the fiscal year 1919-20.

It requires approximately 7 years for an Almond Orchard to attain commercial bearing, and it is therefore very evident that California cannot produce anywhere near the quantity required for domestic consumption.

The California Almonds do not come into competition with imported shelled Almonds. They have always been sold in the shell for household consumption and have always commanded higher prices than the imported Almonds.

California does not produce shelled Almonds. In corroboration of this statement we call the Committee's attention to a letter dated August 19, 1921, written by the California Almond Growers' Exchange, San Francisco, California, to Bevan & Co., Malaga, Spain, who are probably the largest importers of shelled Almonds, which is as follows:

"CALIFORNIA ALMOND GROWERS' EXCHANGE
311 California St.
San Francisco, Cal., August 19, 1921.

Bevan & Co.,
Malaga, Spain.
Gentlemen:

I have for acknowledgment your letter of July 29th.

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We are not in a position at the present time to give much information concerning the 1921 almond crop, for the reason that there is very little activity in market until the middle of September. Crop promises to be excellent and we believe quantity will be about the same as last season. As you know, California does not deal to any extent in shelled almonds. Our sales are principally for nuts in the shell, which are very largely consumed during the holiday period, and we would not even hazard a guess as to the probable price. We will, however, take pleasure in cabling you the opening prices as soon as named, which will be some time the early part of September, and probably before you receive this letter.

We will be very glad to exchange correspondence with you as heretofore. Our files show that we addressed a number of letters to your good firm, which were not answered, and apparently which went astray in the mail.

With kind regards,

Yours very truly,

T. C. TUCKER,

TCT-L Manager."

One of our members a short time ago tried to purchase a few bags of shelled Almonds from the California Almond Growers' Exchange for experimental purposes, and was informed by the Exchange that they had none for sale. This was after the establishment of the shelling plant in Sacramento which was erected by the Exchange for the purpose of producing shelled Almonds.

A very large percentage of the imported shelled Almonds are used by manufacturing Confectioners, Bakers, Almond Paste Manufacturers, Bread and Cake Bakers, Chocolate Manufacturers, Blanchers and Salters of Shelled Nuts, and various other manufacturing industries.

On account of the many different kinds of manufactured products in which shelled Almonds are used the manufacturers of these products require a very large variety of shelled Almonds.

To meet the requirements of these manufacturers about 12 varieties of shelled Almonds are imported.

California does not produce the varieties required for manufacturing purposes.

The experiments that manufacturers have made with California Shelled Almonds have demonstrated that they are not suitable for manufacturing purposes because of their fibrous nature and lack of flavor. When the California Almonds are shelled they lose their flavor and become hard and fibrous.

It is, therefore, very unfair to the manufacturers and to the consumers of their products to place an additional burden on these industries at a time when they are the least able to bear it, by increasing the import duties on shelled Almonds 275 per cent.

The argument has been advanced by the California Almond Growers' Exchange that the increase asked for is necessary to protect the Almond Growing Industry, representing an approximate investment of $50,000,000. We respectfully call the Committee's attention to the fact that the various industries that would be seriously affected by the proposed increase represent a capital investment of at least $1,000,000,000.00. The Confectionery Industry alone represents a capital investment of about $315,000,000.00.

The manufacturers cannot increase their prices to such an extent as to cover the 275 per cent increase in the tariff, for the reason that there is an insistent demand on the part of the public for lower prices and the consumers would refuse to pay higher prices. The sale of products in which shelled Almonds are used would therefore be reduced to a very great extent, to the serious detriment of the manufacturers.

We are not opposed to a reasonable increase in the Tariff, but are absolutely opposed to a 275 per cent increase.

We believe that a tariff of **4 cents per pound on Almonds in the shell and 6 cents per pound on shelled Almonds** would be a reasonable increase and adequately serve all requirements as to protection and revenue.

We trust that our protest will receive your favorable consideration.

WALNUTS:

Paragraph No. 758:

The import duties proposed on Walnuts by the Walnut Industry of California are as follows:

Walnuts, not shelled, 4 cents per pound.
shelled, 15 cents per pound.

These rates are unreasonably, and unjustifiably high, and for the reasons set forth herein we respectfully recommend the following rates:

WALNUTS, NOT SHELLED, 3 CENTS PER POUND.
WALNUTS, SHELLED, 6 CENTS PER POUND.

The present import duties are as follows:

Walnuts, not shelled, 2 cents per pound.
Walnuts, shelled, 4 cents per pound.

On an unshelled basis the domestic production and the imports of walnuts for the last three fiscal years as published in the Tariff Information Surveys are as follows:

	Domestic Production	Imports
1918-1919	40,230,000 lbs.	28,924,295 lbs.
1919-1920	59,091,390 "	59,920,605 "
1920-1921*	43,000,000 "	64,652,833 "

*Estimated.

Shelled walnuts are used extensively by Manufacturing Confectioners; Bread and Cake Bakers; and by Biscuit and Cracker Manufacturers.

The increased import duty will be added to the cost price and greatly increase the cost to the manufacturer and to the consumer.

California Walnuts are selling at higher prices than imported Walnuts. California cannot supply the demand for domestic grown Walnuts. Why then should the manufacturers and the consumers be compelled to pay a largely increased price on Walnuts, a food product?

If the proposed duty is granted it will increase the cost of imported Walnuts to such an extent that the manufacturers cannot afford to purchase them. The revenue to the Government from this source will be tremendously decreased if not absolutely eliminated.

The Walnut Protective League of California states that a Walnut tree does not reach profitable production until it is 10 years old, and that it is from 15 to 20 years old before it reaches full bearing.

California cannot now anywhere near supply the demand and cannot develop the production even in the next 15 or 20 years to such an extent as to take care of the increasing demand for Walnuts.

The manufacturers will not use the California shelled Walnuts as they are not satisfactory for manufacturing purposes. When shelled they become fibrous and lack the peculiarly attractive flavor of the imported Walnuts.

There is absolutely no justification for the proposed duties on imported Walnuts and we therefore, ask that the duties shall be:

WALNUTS, NOT SHELLED, 3 CENTS PER POUND.
WALNUTS, SHELLED, 6 CENTS PER POUND.

Which we trust will receive your favorable consideration.

CONCLUSION:

We sincerely believe that the Import Duties which we recommend herein are fair to all interests, that they are adequate as to protection and sufficient as to revenue, and we trust therefore they will receive your favorable consideration.

Respectfully submitted,

NATIONAL CONFECTIONERS'
ASSOCIATION OF THE UNITED STATES,

WALTER C. HUGHES, Secretary.

All In the Day's Work

ANYBODY can feel happy and brisk when the sun shines upon him, but it takes a real man to keep going, full steam ahead, when it is dark and stormy. Life's weather chart is full of days that are sombre and drear, but all of them, of whatever sort, bring daily duties and new opportunities. Keep agoing and forget the gloom. Keep it outside of the office or store.

WHEN you lose an order try to feel that the other fellow probably needed it more than you.

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Ice Cream Then and Now

STATISTICS gathered by the National Association of Ice Cream Manufacturers show that since the prohibition amendment the consumption of ice cream has increased in this country by 100,000,000 gallons a year. Using these figures as an estimate, the total amount consumed must be enormous. One thing is certain, states the Watertown, N. Y., *Times,* the stuff that comes out of the ice cream cones and the little paper pails is less wearing on the system than the stuff that used to come out of black bottles and still comes, to a limited degree.

The American people lead all others in the consumption of ice cream and candy. We seem to have a national sweet tooth. Ice cream is a product of America. Its origin is somewhat shadowy, some saying that Dolly Madison was responsible, while others attribute it to a negro pastry cook in New York. It doesn't matter who discovered it, it is a purely American product, like the turkey, the potato, tobacco and the flivver.

The making of ice cream has undergone a remarkable change in the last ten years or more. It used to be a purely domestic industry, such as making soft soap and smoking hams. Ice cream did not form a frequent part of the menu of not so many years ago. It was dished up on occasional Sundays, when the minister was there to dinner. Often the family did not possess an ice cream freezer and it was necessary to go around the neighborhood and see if there was a freezer that was not working that particular day. If it was unusually hot, finding an ice cream freezer was a task that required a considerable amount of perseverance and patience.

While the man of the house was busy getting the freezing apparatus at work, the other head of the family was concocting the ingredients. If a family kept its own cow, it removed one difficulty. Otherwise you had to get an extra quart or two of milk. On rare occasions a pint of real cream was dumped in. Eggs were added to give it that rich yellow color, it was carefully cooked and to cook ice cream and not have it lumpy was no small task. A few drops of vanilla were poured in and the delicacy was ready for the freezing.

In the meantime the man of the house, assisted by the small boy, if the home was so fortunate as to possess one, was adding his bit to the family dessert. There was no ice man to summon by hanging a yellow card on the front porch. Each family put up its own ice. How cool the ice house was on a hot August day, as you dug down into the damp sawdust, sounding with a crow-bar until it struck ice. And as you tugged the cake of ice to the surface you were warned by your father to cover up the hole so the rest of the ice wouldn't melt. And then the ice was washed off at the pump, an old bran sack was found and you broke the ice up into small chunks. A pan of salt was brought from the barn, and as you were all ready to start you found that the cork in the bung hole had been lost. It was always getting lost. A slight flurry disturbed the domestic tranquility until another cork was found, or perhaps father whittled one out of wood. The cooked ice cream was poured into the freezer, always holding a gallon, nothing was skimped in those days, and the ice was packed carefully around it, mixed with the salt. Warnings not to get the salt in the cream were frequent and again the peace of the household was in danger. But the delicate task was at last accomplished and you, if you were the small boy, started in the monotonous task of turning the freezer. It turned easy at first, far too easy, as the application of additional strength to the crank was always indicative that the mixture was freezing. It had to be turned just so fast, otherwise it would "grain," and ice cream that was "grained" was enough to spoil an otherwise perfectly good Sunday dinner. After what seemed hours, the crank turned harder and harder. Father would try it and after a long time he would decide that it was frozen. How carefully he lifted the paddle out of the frozen dainty. That was your reward. You enjoyed the blessed privilege of licking it off, and ice cream never tasted so good as it tasted when licked off the paddle, licked in haste before it had a chance to melt and run down your shirt front. If there happened to be two of you in the family the problem of disposing of the contents of the paddle equally was one that required all the finesse of the diplomat. You feared you would not get your share and this fear was shared by your brother or sister as the case might be. Only the threat that you could not have any at the table was sufficient to bring peace, even if it were accompanied by sulks. Father drained off the water, packed the cream, covered the freezer with a blanket or a bit of rag carpet and it was set away in the woodshed, there to remain until the remains of the chicken, mashed potato, beet salad, rolls, turnips and other delicacies had been gathered up. The minister was always served first, of course. You had to come last and you thought that your turn would never come. As the rich golden plates were brought in and you sunk your spoon in them, it seemed as if life could offer no greater happiness.

And now, all you have to do is to run down to the confectioners and get a pint or a quart as the case may be.

NEVER mind the bad letters in the morning mail. There will be some good ones along later in the day.

THERE should be an umbrella rack close to your front door where you can leave grouches when you go in and forget them when you go out.

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The American Sugar Situation

EARL D. BABST, President, American Sugar Refining Co., in the *New York American*, of January 9th, says: Broadly speaking, the United States controls about one-half of the sugar of the world outside the former battle lines of Europe. Since the armistice little progress has been made in reviving the sugar industry within the war area, so there still is little exportable surplus. The world's supplies and demands remain in about the same proportion as during the war.

The United States sugar industry as a great world factor is an incident and accident of the Spanish War. We went to war to save Cuba and by accident got the Philippines. Porto Rico was an incident. Cuba was not so fortunate as either of these.

The signing of the Treaty of Paris, in 1898, at the close of the Spanish War marks the beginning of a noteworthy period in the sugar development of the United States and of Cuba. The Reciprocity Treaty with Cuba, as well as other organic law, distinctly recognizes a trade alliance. One billion of American capital was invested in Cuba, bringing about an increase in her sugar production. The Hawaiian Islands were annexed early in that year, while Porto Rico and the Philippines were ceded by the Treaty of Paris. Recently the United States has acquired the Virgin Islands and has established closer relations with Santo Domingo and Hayti.

The so-called United States field may be described, therefore, as comprising the beet and cane sugar of the United States, the cane sugar of Hawaii, Porto Rico, the Philippines, Santo Domingo, Hayti, the Virgin Islands, and, by reason of the Reciprocity Treaty and of our investments, the cane sugar of Cuba. The total production of the United States field in the year 1898 is set forth in the following table:

	Tons
United States Beet	41,000
Louisiana and Texas Cane	310,000
Hawaii	225,000
Porto Rico	54,000
Philippines	150,000
Santo Domingo and Hayti	48,000
Virgin Islands	13,000
Cuba	315,000
Total	1,156,000

At the outbreak of the European War, in 1914, there had been the large development shown by the following table of production for 1913:

	Tons
United States Beet	624,000
Louisiana and Texas Cane	153,000
Hawaii	488,000
Porto Rico	350,000
Philippines	155,000
Santo Domingo and Hayti	84,000
Virgin Islands	6,000
Cuba	2,428,000
Total	4,288,000

EUROPE WAS BIG PRODUCER

Before 1914 almost half of the world's sugar was produced in Europe. The Great War came and one-half of Europe's production was enclosed within the battle lines. What with devastation, neglect, and the substitution of other crops, the sugar output of the war area is now 2,000,000 tons less than in pre-war days. The Old World's loss has been the New World's gain, however, for these 2,000,000 tons have been added to the productions of the United States and Cuba. At the present time, therefore, half of the world's production is in the Western Hemisphere, Europe and the Far East together constituting the other half.

The United States and Cuban fields were the only ones available to the allied countries when war was declared. Consequently, at the outbreak of hostilities Great Britain, France, Italy and other European countries immediately entered the United States and Cuban markets. Prices naturally rose under this forced draft, giving greater impetus to the already increased production of the United States field. In contrast with the foregoing tables, the one below gives the production for that field in the year 1921, which shows an increase since the outbreak of the War of over 2,000,000 long tons, most of which has been in Cuba:

	Tons
United States Beet	969,000
Louisiana and Texas Cane	157,000
Hawaii	508,000
Porto Rico	437,000
Philippines	252,000
Santo Domingo and Hayti	151,000
Virgin Islands	4,000
Cuba	3,936,000
Total	6,454,000

The United States and Cuban fields are sufficient to meet for some years all the needs of the United States and of Europe. It would have been a wise provision if some commitments, aside from informal assurances, had been secured by Washington before it inaugurated its war programme of stimulation of sugar production in the United States field. If, however, the industry of the

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United States and of Cuba has the continued support of the respective governments, there are many reasons to expect that it will be able to hold a large part of the business which came so unexpectedly during the war. This can be made of special advantage to the consumers of the United States, and that, too, without scrimping on domestic requirements.

HIGH PRICES DETRIMENTAL

The recent inflation period has demonstrated once more that high prices are detrimental. A lower range of prices is beneficial, not only to the public, but to the industry. Less capital is involved and hazardous risks are eliminated from the business. A smaller manufacturing margin becomes possible, and the consumer and industry benefit equally: the consumer by low prices; industry by increased sales.

During the war the producers and refiners of the United States and Cuba fitted their operations into a world programme, making possible a period of moderate world prices and an international division of supplies of boundless benefit to consumers, both domestic and foreign. The initiative of producers and refiners and the investment of hundreds of millions of American capital have made possible in Cuba and the United States a vast increase in the production of a food staple of pre-eminent world importance. The world needs this sugar. The United States has the excess capacity to refine a million tons for export. Not another brick need be laid.

There is bound to be a race for foreign markets. Will the ultimate prize go to Cuba and the United States, or will it go elsewhere? Washington can help by giving permission, as proposed, to refine in bond in the manner already accorded by law to other manufacturers, smelters and refiners. The ultimate answer, however, must be made by the industry itself. It had the pioneer courage to invest hundreds of millions in production. Without doubt it will have the courage and the vision to find and to hold foreign markets rather than cut production unnecessarily and so lead to a period of high prices.

DEVELOP for your store the kind of a policy that will make people like your store and its methods. You need some kind of a policy if you are going to make good.

THE old lady in the confectionery store was growing impatient at the lack of service. Finally she rapped sharply on the counter. "Here young lady," she called, "who waits on the nuts?"

DON'T run a stingy store, but don't run a prodigal store either. Prodigality may be popular but it is not profitable.

What We Get From the Cocoanut

IMPORTS of copra, the dried "meat" of the cocoanut, into the United States during the year 1921 are estimated at about 84,000 long tons, six thousand nuts to the ton.

Pacific archipelagoes produce 10 per cent of the world's cocoanut crcop, the Dutch East Indies 16 per cent, the Philippine Islands 15 per cent, Ceylon and continental Asia 55 per cent, Africa 2 per cent and tropical America 2 per cent.

The cocoanut crop fills a big place in the world's food supply. It contributes a highly valued material for candy-making, cake-making and other uses familiar to the housewife as well as the confectioner. Immense quantities of copra are pressed for oil, much of which is now utilized in the manufacture of artificial lard.

Over $2,000,000,000 is invested in the industry, more than half that amount being represented by land and groves. Nevertheless, it is in a very backward state, the producing trees, for the most part, receiving little care or cultivation, so that they are stifled by undergrowth. Under such conditions the average tree does not yield more than twenty-five nuts a year, whereas on well-managed plantations the output is four times that many, and therefore comes nearer to being profitable.

More than half the Pacific copra is of low grade, rancid and so pervaded with flavors due to putrefaction and mold that expensive "renovating" can hardly render it available for human consumption. The oil content is only 75 per cent of what it should be, owing to the picking of the nuts before they are ripe and to incomplete drying.

During the last five years many crushing mills have been established in the Philippines, the Dutch East Indies, Australia and French Oceania. Crushing where the nuts are grown saves freight and prevents much spoilage in storage and shipment; also, the fresh copra yields a better quality of oil. But there is much difficulty about containers for the oil. Wooden barrels do not serve the purpose well. Steel drums cost too much. Tank steamers would serve for transportation, but the only ships of that kind available are those which carry kerosene to the Orient, and a kerosene flavor would lower the market value of the cocoanut oil.

The cake left over after pressing the copra for oil, called "poonac," fetches a good price in Europe, where great quantities of it are fed to dairy cattle. It seems to stimulate milk secretion in the cow, and is believed to supply fatty elements that enrich the milk.—Ex.

THERE are some lines of goods in your store that are not paying their way. Can you spot them? If you can, why have you not done so and eliminated them or made them profitable?

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BUSINESS BUILDING

A. E. PHARO

A BIG IDEA WAS LOST IN THE SHUFFLE

WHEN this journal initiated the idea of a slogan for the candy trade, it did so to carry out a practical merchandising idea. The problem of arousing the interest of the trade on a slogan was larger than anticipated, and, therefore, the merchandising idea was temporarily dropped and the energy of these columns was concentrated on seeing the slogan put through. That happy result has been accomplished after over a year of ceaseless effort, in which the other candy journals heartily joined and rendered valuable assistance. The National Confectioners Association of the United States announces that they have tentatively selected a slogan from the imposing number submitted, and that it will be published in due time.

If you will refer to an editorial on page 114, of our July number, 1920, you will find therein an explanation of the Big Idea referred to. In brief, the idea was to have a very loose organization by which a person in any city of the country could go to his local dealer give an order and pay for it, and have a box of candy delivered to any address in any other city. If the candy must be delivered immediately the telegraph would be invoked and the candy could be delivered the same day the order was given. Quoting from this editorial it said:

"The organization of an association for the purpose of executing orders of this kind is not an absolute necessity. For instance, before the florists got together with an official association, the same results were obtained by mutual agreement between florists of different cities. A Chicago member of the trade ascertained the names of reliable florists in all large cities and made an agreement with them to send all telegraph orders to them, provided they would reciprocate when the occasion arose. Others did not even take the trouble to make an agreement of this kind. Live florists ran cards or advertisements in the flower trade journals which went to the trouble of listing the ads in the proper order by cities. A florist having an order for Kalamazoo, Michigan, merely looked in his trade paper, got the name of the florist whose ad was appearing regularly, and wired the order forthwith. This advertising proved to be the most profitable kind that could be imagined, and the flower trade journals are still filled with publicity of this kind, which links the members of the trade together and plays an important part in the growing popularity of flowers."

It would be a simple matter for confectioners to organize a formal or informal association for the transmittal of telegraph orders. A confectioner in Chicago could wire his correspondent in San Francisco to deliver a five-pound box of candy to a young woman in that city the name and address being given. A slight charge could be made to the buyer for the service, just as the proposition is handled by florists. A monthly settlement between florists who thus exchanged business could be affected. The trade could be apprised of the names of confectioners who were ready to handle telegraph orders by reading the trade paper advertisements of these members. Small space could be used, an inch being sufficient for the purpose.

Of course the man in the street would not know of this arrangement unless told about it; hence the necessity of an advertising campaign by the retailers to acquaint the public with this convenience. Flowers are more popular than ever, and one reason is because the florists have made it easy for the public to send flowers anywhere. The point is that confectioners should also make it easy for the public to buy confections for gift purposes whether the recipient be in New York or New Orleans. Just now a present of candy involves altogether too much work for the sender. This detail should be assumed by the confectioner and when this is done the trade will be rewarded by a much larger volume of business.

The above editorial pointed out how the confectioners in the larger cities could render a great convenience to the public and at the same time substantially increase the sales of candy. Just as the Confectioners Journal persevered in the matter of a slogan until it was consummated, so it stands ready to work with the retailers of the cities to bring about the success of this selling plan.

PUT A SELLING IDEA IN YOUR WINDOW

I AM going to ask you to kindly step outside and take a careful and critical look at your show window. If you are a live wire and have a handsome store it is a beautiful window, attractively dressed. It presents a pleasing and attractive appearance, and you are properly a little proud of it. All of which is good! But is it as effective in selling your goods as it could be? That is the crucial test by which

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we judge a show window today. Today the dealer seeks to have a sales-window, rather than a show-window. Which is yours? A show-window is beautiful, attractive, pleasing—and it does make sales. A sales-window is an IDEA, a SELLING IDEA, materialized. Let me illustrate, though the illustration is somewhat crude. Suppose you have a spell of wet and sloppy weather, and everybody has a cold. Suppose you have some gum drops which have a tendency to ameliorate colds. If you should devote your window exclusively to gum drops; and pile a quantity in the window, arranged in a more or less artistic fashion; if you should place a small table among them, with a beautiful cover and a fine plate containing one gum drop; if you should have a placard above stating that your splendid gum drops brought comfort to people afflicted with a cold, and that you were making a drive on them at a temporary reduction in price—that would be a SELLING IDEA.

Then you could go back to your general display, being watchful to make special displays with selling-ideas, at every opportunity. By having frequent special displays of this kind you lift your store out of the rut of pleasing but ineffective monotony, and give it an interest, a snap and a novelty, which makes it entirely distinctive from others and imparts to it a character of individuality which every store seeks to obtain and which can be translated into increased business. Your ingenuity will give you ideas. For instance, at one time you could have a "Quality Window," wherein you would show your finest goods. Another time you could arrange a "Popular Window," composed of your lowest-priced goods, and you could make this very attractive and interesting. If you would have your mind continually watchful for selling-ideas for your window you will be surprised and pleased at the number of valuable suggestions that occur to you.

TWO MOST IMPORTANT BUSINESS FACTORS

IF you were asked what are the two most important factors of your business, what would you reply? If you should ask the Chamber of Commerce of the United States, they wouldn't hesitate a minute in giving you an answer. They would say that the most important is to keep an accurate account of the cost of doing business on which to base your selling charges, and the next factor would be that of Turnover.

I know they would tell you this, for before me as I write lies a circular they printed for distribution to the merchants of the country, giving hints and suggestions on the great subject of merchandising. This subject of Turnover is a most fascinating one to every progressive dealer in every line of goods. It is fascinating because the more attention you bestow upon it the more profitable will your business become. Every dealer, of course, desires to handle the kinds of goods which will sell readily and yield him profits, but comparatively few dealers give to the Turnovers the great thought and study which its importance demands.

It has been found by experience that rapid-selling goods, even though they yield a moderate profit are much more profitable than slow-selling goods which pay a larger profit. Progressive merchants know this important fact, but thousands of dealers who consider themselves progressive, and who would be offended if it were hinted that they are not so, have not learned it as yet. When laying in stock, the up-to-date merchant, therefore, gives preference to the rapid turnovers, even though they must sell them at a close figure, and they give the absent treatment to slow-selling goods, no matter how large the percentage of profit which they yield. They go further than this. They keep a watchful eye on every line of goods in their store as to the rapidity of their turnover. If a certain line is slow in selling, if it drags and becomes a shelf-lizard, they have a watchfulness which apprizes them of that fact, and they give the matter consideration. Before condemning that line and refusing it shelf-room in future they give it a trial. They display it prominently in the window with enticing placards. They place it in a conspicuous position in their store. They advertise it. If it becomes a rapid seller they know that they have not given it the selling-opportunity they should, but if it still drags, they close it out and give the shelf room to some other line.

Do you have a thorough system of watchfulness in regard to the turnovers of your various lines of goods? Don't answer me if you haven't, because if you do not have, I might offend you by telling you that you are behind the times and that the red flag of danger is flying.

More Elasticity in Advertising

"Let any publication say the unusual thing and there is a tendency to pillory that publication and to drag it down to a certain dead level. A man can scarcely say anything that is unusual without his being called a "nut." So it is with publications. It is entirely necessary to get away from that common-place. The advertiser wants publications that have character. Why? I think you have answered that already for yourselves. He wants publications of character because publications of character attract people of character, and he can only hope for discriminatory response from a publication which has readers who possess character. Today, with all the mass of advertising that there is in the United States, we must have people who can discriminate."—A. B. C. Bulletin.

NEVER outgrow your smile. It's one of your most profitable possessions. It's a trump card in the big game of every-day life.

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Tokorimo Shan's Comments

Hon. Editor
Confectionate Jurnal.

ONE by one time honnor privileges of members of congers are bein liminated and purty soon there wont be any encurrigement for youth of nashun to look forrard to a politigal career which shall start in by bein lected constyble and gradjally workin up to high honner of being Washton law-maker when he can get post offices for his frends and better jobs for his reltives.

In old days on first of jannewary by spechal delivery letter Hon. congersman and Sennytor would reseeve New Year greetins from all the ralerodes in shape of a peck of mile age books. Then each ralerode, knowin that grate statesmen are allus forgetful of small matters, and would probly leve mile age book home in burow dror, so they send long small peece of paper which is call annal pass that statesman can paste in his hat, which make mile age book soup perflous and which could then be sold most advuntagus. Then hon. statesman could go to Washton free for nothin and put in a charge of ten sense a mile and get it. If he live far away he thus make comfortable proffit by goin home oftin.

Harsh govment suddenly say mile age books are corrup and annal pass horble bribe and order same discontinnered to grate discomfiture, but still he able to buy mile age at three sense and sell it to the govment at ten which ain't so bad. But again govment growls ommynusly and deside that constytushion pervides only for reglar seshuns and that all extry sesshuns and sudden calls home have to be pade for privately, and also they check 'em up close on the Xpense acount. If conshyenshus congersman send in bill for leven thousand miles for one trip he are purty shure to get note sumping like follerin:

Hon. James Persimmon:
Deer Sir.

Your expense a count reseeved and con tents noted with horror and a larm. You must a had the blind staggers when you left home this time and wandered all over the country tryin to find washton, which ain't moved since they started it up in bizness. You evidently nead a road map or a raleway gide which i enclose. Understand, Jim, in all frendliness we ain't against a reasonable padding of the xpense a count, but we got your home adress and leven thousand miles seems almost too much; you must a meant yards didn't you? Hear after there ain't going to be any expenses a loud for congersmen who deside to come to Washton via Hong Kong or Bogota. Mile age will be a lowed on the basis of a ruler laid along the map in a straight line from Washton to home town, and if you have to make any de toors you're out of luck. I find on lookin' up reckerds that if you take a frate trane at Jenson's crossin, get off at Mud Centre and walk two miles, you can get a jitney to the main trunk line and thus save twelve miles. This meens a dollar and twenty cents to the govment, and we must watch the pennies. G. O. P. used to mean Good Old Perquisites, but it don't any more.

Yours for Econermy,
Comp Troller of the Current See.

And that ain't all. When Congersman formerly move back home for summer he send his furnichure and three childern by first class male, but now he are lowed to send only thin letters. If letter weigh over two ounces post master genral liable to call him up over fone and say "How Come? You're over weight. Reduce."

Since they make congersman alco pay income tacks the job ain't much better than that of inter urbin conduckter and are nothin for young a merry key to look forrard to.

In long ago days B. P. they have most consolin bar in basement of capitol and when Congers go fishally on water wagons they change it to bath room. For years and years congersman could go down in base ment and say "another of the same" and drink it with apperbashun, tellin the bar tender to charge it. But evenchally purity citzens force congersmen to put on hat and go down street to Jerry's place. Now they have to go home and drink their own licker which is more expense.

The final blow have fell. It are reported that one memmer of congers have move that the barber shop and bath room in base ment be obserlated, so that no longer can member get a hair cut for twenty five sense and a bath for nothin. Result will probly be that grate body of legislators will run to long hair and whiskers and give erly recognishun to the rushin soviet govment, bein brothers in spirrit and appearance.

I see that U. Geen Dubs are out of jale and may run for presdent nex time if Willum Jenny Brine will run too. He ain't used to runnin unless Brine is in the race. Dubs says he has not changed his opinyuns, which ain't sur prisin. If these here anarkists would change their opinyuns and their shirts oftener they would lern some thing.

In my o pinyun Dubs ain't quite rite in the head.

Hopin you are the same,
TOKORIMO SHAN.

P. S.—Are it not grate releef that some of burdinsome taxes are nulled? I say to frend that travel will be grately stimerlated now that the eight per sent have been remove, and he say: "It may be stimerlatin to travel by takin way the eight per sent, but it sure raised hell with beer."

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Stop Leaks!

A SMALL leak will soon sink a ship. A small leak will soon embarrass a substantial bank account. A mouse nibbling at the bottom of a bag of grain will soon make a hole large enough that the grain will all be lost or spoiled. A small leak around a gasoline tank may be quite sufficient to cause a disastrous explosion. A small leak is a serious matter—for after a while a small leak becomes a big one. *Look out for leaks of all sizes. They are dangerous.*

It is astonishing how some people will work early and late, and really employ a good deal of initiative and industry in doing it—and yet be so careless that they let the profits on the business slip away from them in all sorts of foolish and careless ways. It isn't how much we earn that counts nearly so much as the amount which we save.

Leaks are of several kinds. First, we must look out for leaks in the overhead expense—lights left on; too much string and paper used; expensive help allowed to do the work which cheap help could do as well; advertising contracted for and carelessly prepared; advertising purchased and not made to do its full duty; rent or upkeep of buildings met and full returns not demanded from every square foot of space.

It is the leaks in the overhead expense which make costs of doing business so burdensome many times. No one wants to follow a cheese-paring policy, but enough is enough, and once money has been spent, full returns should be demanded for it. This is only business logic. Money spent in doing business is an investment, and every penny of it should be so regarded and none of the expense taken as a mere routine matter of course. Many a business man has been bankrupted because he has gone on paying bills which could have been eliminated altogether, or reduced, or made to yield adequate returns.

Look out for leaks in idle stock or service. We now know that the tie-up of capital is one of the serious things to be dealt with today. Obligations must be met, *and it is only from the profits of the business that real progress is made.* The profits are all too often represented by goods still on the shelves. Rapid turnover is absolutely essential to prosperity. We must keep on selling and keep money coming in in order to have the money on hand to pay the necessary outgo.

The margin beyond this is the measure of our success. Nothing is gained by treading water—or as it were, robbing Peter to pay Paul. In order to encourage quick turnover we must advertise, give satisfaction and plan constructive business—building which will bring people our way. Simply to open a store and close it and serve the customers and patrons who drop in is not sufficient. Wise buying coupled with wise selling is the secret of merchandising success.

There is a tremendous amount of waste in the use of time. A lot of people take it for granted that a few minutes now and again will not count, and yet it has been estimated that in operating the elevated trains in the city of New York, that the loss of a second or a few seconds in the starting or stopping of a single train will be passed on to other trains and will pile up and make a serious delay and a tremendously expensive situation throughout the whole system.

One of the surest ways to prevent loss of time is to have everything organized beforehand so that no one is wondering what to do or waiting for something to do with. Frequently excellent workers lack the initiative to plan their own work—that is why they are still in the employee class. Somebody must use executive ability for them, and having the work mapped out, and being given a little inspiration and encouragement in the doing of it—these individuals will produce results.

Look out for leaks in personal expenses. Many people spend because someone seems to expect it, or they *think* that spending is expected of them, or they do not like to acknowledge any inability to have as much as they have always had. This is the day when business retrenchments in many lines are absolutely necessary following the orgy of spending of war times. Those who do not retrench of their own free will are likely to be forced to retrench willy-nilly at no very distant date.

Plan to save leaks through attention to overdue accounts. Close collections are necessary if one is going to have cash to do business with, and cash talks. Plan to save leaks in the way of lost business through lack of sensible and aggressive methods. *What we might have and do not make the effort to get, represents a distinct loss.* In many businesses it is the leak which weakens and drains until there is no vitality left.

Look out for leaks in overhead, for leaks in turnover, for money losses, for leaks in time, and for leaks through carelessness and neglect of opportunity. Leaks are dangerous.

A Sugar Planter's Joke

AN American sugar planter in Hawaii, entertaining a friend, took him to the edge of a historic volcano and said: "That crater, Joe, is just 70,004 years old."

"But why the four?" asked his guest.

"Oh, I've been here four years," was the reply. "It was 70,000 when I came."—*Boston Transcript.*

CARELESSNESS in paying bills when due will get you a bad reputation just as quickly as delaying payment because you haven't the money.

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Illustrated Bookkeeping

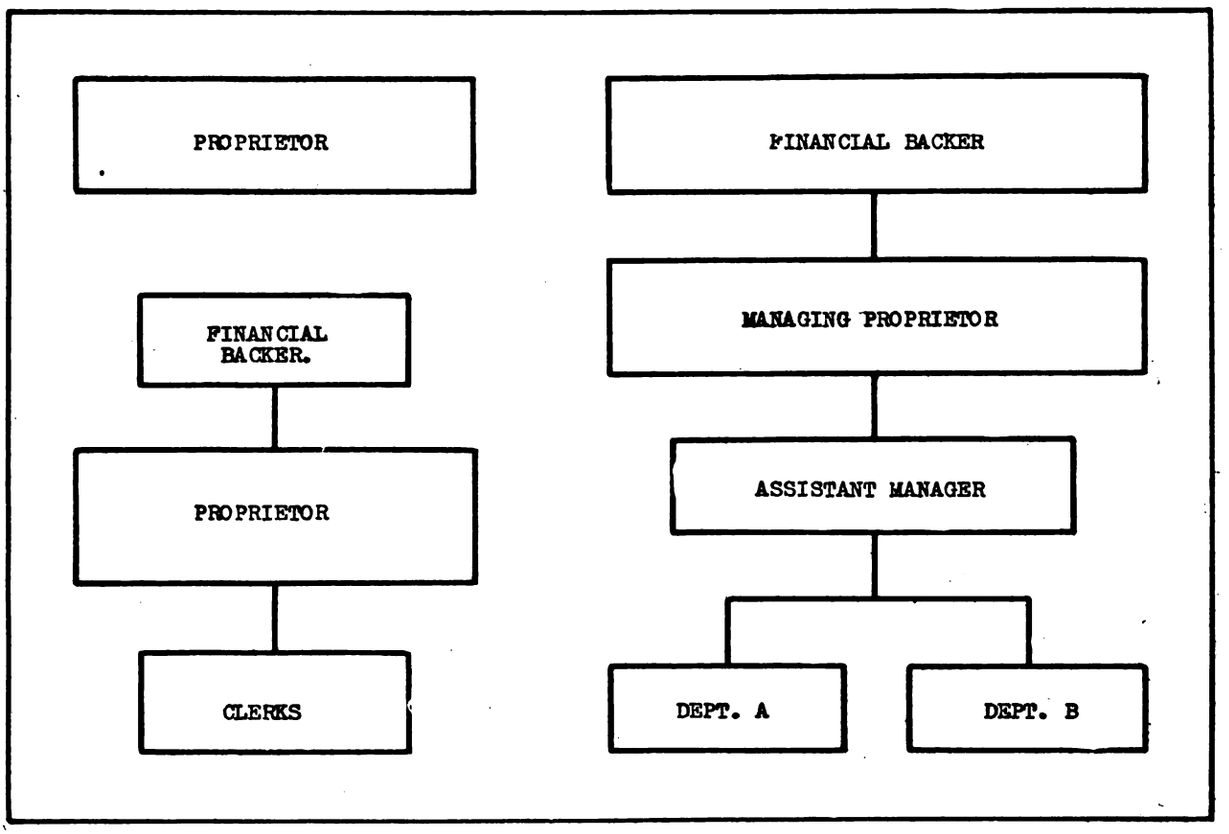
PICTURING PLANS AND ORGANIZATIONS

ONE of the first things that a person who is planning to take an automobile tour does is to provide himself with maps. He feels that he must have these maps so that he will not lose his way.

When a man is about to start in business or to start a new sales campaign if he is in business it is not so customary to secure maps of his business organization or of his sales campaign. Perhaps that is one reason why so many business men get lost and do not find the right way of doing business before they have traveled too far on the road that leads to bankruptcy.

nothing like a picture to show up the relations of different sales effort and to indicate anything that is missing or something that is planned and which is not necessary. Advertising agencies make a wide use of pictured plans. At least some of the efficiency of these advertising agencies is due to this use of pictured plans. By means of these pictures anyone can see the whole proposed campaign at a glance, see the relation of one sales effort to another and can make sure whether or not it is complete and that all sales effort properly co-ordinates.

It is a very easy matter to make these pictures. All that is necessary is a ruler, a pencil and a sheet



Here are three different ways of making a picture of the organization of a confectioner who is being financed by a financial backer and who employs but three clerks. A study of the picture will indicate which plan promises most for the future.

The larger the business organization the more important it is that a picture be made, a map be made of the business organization. If this is not done it is not an easy matter to maintain the proper relations between the different departments and the different executive in each department. No matter how small the business, however, there is always a need of a picture of the organization. Unless such a picture is made it is not so easy to expand the business and still have it function as it should.

Those sales campaigns that are proving the most successful are almost always those that have been carefully pictured before they are begun. There is

of paper. If with these it does not prove an easy matter to make the picture, then there is something wrong with the organization or the plan. Under such circumstances it is profitable to change that organization or that plan so that it will be an easy matter to draw a picture.

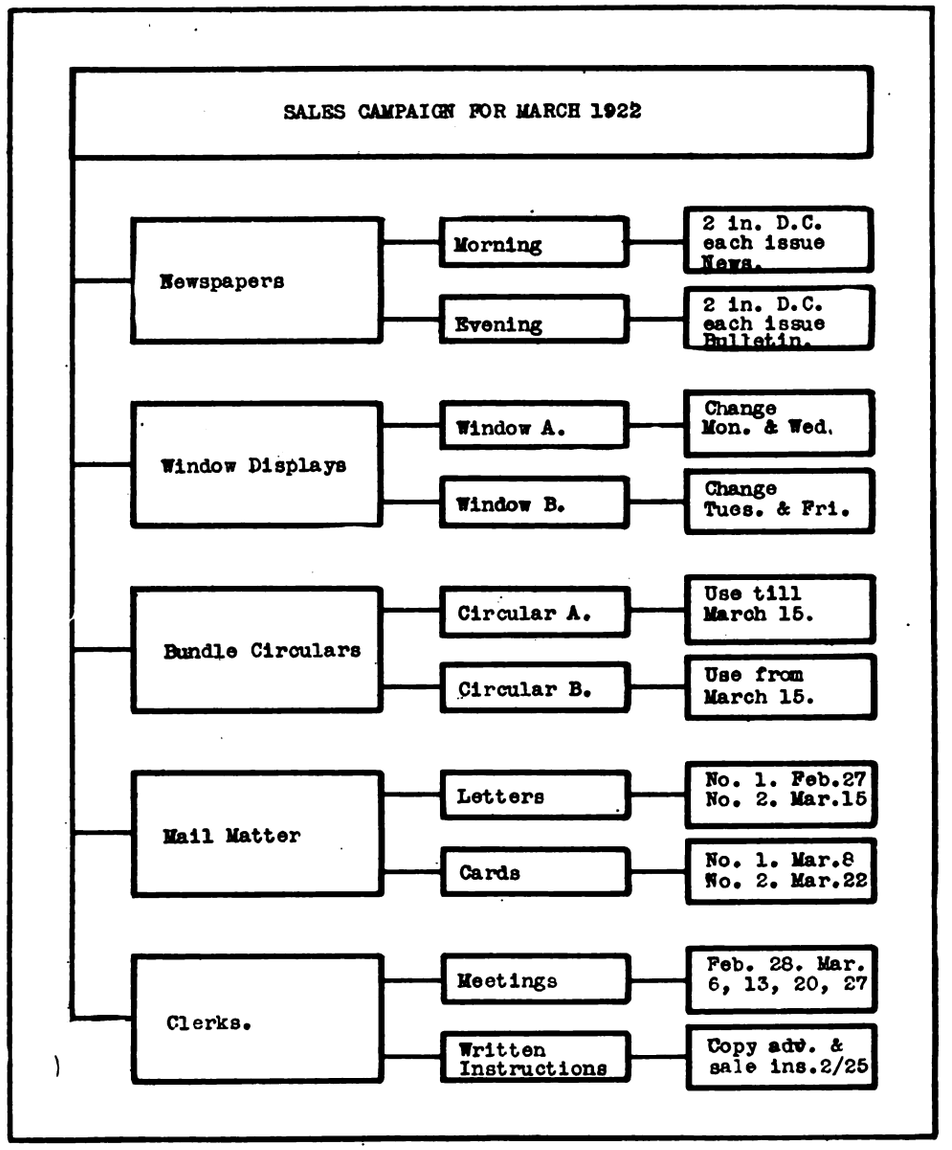
When it is attempted to make a picture of the organization of a small store it sometimes happens that there doesn't seem to be anything to picture. There is the proprietor, and three clerks. There is also someone who has advanced money to the proprietor or from whom money can be borrowed if it is needed. The proprietor, however, appears to be

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the whole organization and the business is operated on that basis. When it is attempted to draw a picture of the organization there are indications that perhaps after all the business is being operated on the wrong basis. In the first place the proprietor is responsible to the person who stands ready to advance money. If he does not recognize this responsibility no matter whether it is an individual or a bank from whom or which the money may be secured then the time may come when it will not be so easy to find the money when it is most needed.

For this reason then we will draw at the top of the sheet of paper a rectangle in which we will write the words, "financial backer." From the center of the bottom line of this rectangle we will draw a short vertical line that ends in the center of the top line of another rectangle which we will draw and in which we will write the word, "proprietor."

Now there are three clerks to be represented in our picture. There are two ways in which we can represent them. We may draw another rectangle beneath the proprietor rectangle and label it clerks. This, however, makes it perfectly apparent that no effort is being made to develop these clerks. There is no one to take charge of the store when the proprietor is away. This weak point in the organization may prove dangerous if the proprietor falls sick, meets with an accident or for any other reason cannot be in the store to see that everything is going as it should. Since none of the clerks have any responsibility placed upon them, they are not going



All sales campaigns can be pictured in the minutest detail in this manner. The diagram can be carried into just as many rectangles up and down and to the right as are needed to have every single point of the campaign shown clearly in picture form. If such a picture is made before the sale is started it sometimes happens that it indicates that something has been overlooked and should be given attention. As a result the campaign proves more successful simply because this forgotten detail is brought to mind.

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to take interest in the business they otherwise would. The picture has shown all this.

It will be better then to label that rectangle we have just drawn, "assistant to the proprietor," "manager," or any other name that indicates that there is someone to take charge of the store while the proprietor is away. We will then appoint one of the clerks to this position and train him or her for that position. Our organization is now stronger as the picture shows.

There are two clerks left and since we have already given some responsibility to one of the three it seems a wise course to give responsibility to each of the other two. Accordingly we divide the business into two departments and place one of the clerks in charge of each department. Then to complete the picture we draw a short vertical line from the center of the bottom line of the "assistant" rectangle and through the lower end of this vertical line a horizontal line with a vertical line reaching down a short distance from each end.

At the ends of these two vertical lines we draw a rectangle labeling one Department 1, and the other Department 2, or use the names we have decided to apply to these departments. We now have a complete picture of our organization and find that it is an organization that can be easily expanded. We have provided for the training and developing of each employe to take over more and more responsibility. The assistant is naturally going to take care of much detail that otherwise would have to be attended to by the proprietor and he has more time to plan and work for a larger business. The picture shows that we have a good organization. If we follow this picture in actual practice the business is bound to grow.

However, if we had not drawn that picture we would probably have gone along in the old way and never realized that our organization was such that the business could not possibly grow large unless the plan of the organization was changed. This is one of the important reasons for making a picture of the organization of every business, no matter how small or how large that business may be.

Suppose that some month we want to make a big increase in the sales. We are going to use newspaper advertising, show window displays, circulars in the packages we wrap up and hand to the customers, and a limited amount of direct mail matter. In order to get the best results we must have every part of this campaign co-ordinate with the other parts. To make it easier to do this we make a picture of the plan.

At the top of the sheet we draw a large rectangle and label it "Sales campaign for month of," inserting the month. Suppose the month is March, then the title will be "Sales campaign for month of March, 1922." From the bottom of this rectangle we will draw a long vertical line.

The next thing to determine is how many different forms of sales effort we are going to use. We have decided upon newspapers, window displays, bundle circulars, and mail matter. There are also the clerks to be considered. They will have to take part in the sales effort. This means that we are going to make use of five different kinds of effort. Accordingly we draw just to the right of our vertical line five rectangles, one above the other and connect their left ends to the vertical line. The top we will label newspapers, the next displays, the third, bundle circulars, the fourth mail matter and the fifth clerks.

The next step is to find out just how we are going to use each of these efforts. We pick out the newspapers we are going to use and to the right of the newspapers rectangle and one above the other draw as many small rectangles as there are newspapers. Then to the right of each newspaper rectangle we draw rectangles in which we show just how much and what kind of space we are going to use and when it is to be used. In other words we completely map out the campaign. We do the same with each of the other rectangles. It is easy to do this until we come to the clerks because we have planned the whole thing out carefully. We have not given so much consideration to the clerks, but it is apparent if the plan is to be symetrical that we must do something with them.

Accordingly we decide to give them special instructions, we decide to have teams to compete with each other, and we work out a bonus system to stimulate greater endeavor. Because we have made a picture of our plan we have overlooked nothing and at the end of the month find that the sales were far larger than we even hoped they would be. Picturing the plan has had a great deal to do with this. It has made the sale a real success because it has caused us to consider with much care certain details we might have overlooked had we not made a picture that showed each and every detail of the plan.

It is for these very reasons that the practice of picturing plans and organizations is becoming more and more universal. The practice prevents expensive oversights and in that way increases profits.

THERE is something in what Benjamin Franklin said about selling for cash: "He that sells upon trust loses many friends and always wants money."

YOU will not attract your competitor's customers by showing them that you resent their trading with the other fellow.

A DARK, cheerless store has a decidedly adverse influence upon people's inclinations to spend their money. Make your store bright and cheerful.

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Inefficient Efficiency

IT is reported that a confectionery concern has brought suit for $300,000 against a firm of efficiency engineers for having done inefficient work in the installation of machinery in the company's factory.

Expensive machinery, installed under the direction of efficiency experts, is claimed to be of no value except as junk. The plaintiff company says that, relying on the representation of the defendants that they could make improvements on the company's mechanical equipments, they hired the efficiency experts and agreed to pay them compensation at the rate of 6 per cent on the cost of the work. It is set forth that large sums were expended on reorganizing the equipment under the direction of the engineers. It is alleged that the work was performed in a negligent and incompetent manner and that the machinery installed was largely inefficient and unsuitable, besides being much more expensive than the defendants predicted. The company also claims that it has had to dispose of some of the machinery at prices much below cost and that other machinery has been discarded, it being worthless except as junk.

The "efficiency expert" has been a notorious character who has been much advertised and talked about for a long time, and also an individual whose efficiency was greatly magnified by his own conceit but which shown brilliantly as *inefficiency* when the actual "try out" took place. Some of the biggest "bone heads" we ever encountered were alleged efficiency experts. About the only thing they were expert in was in making a mess of about everything they tackled. No man can be an expert in all lines of business, but the fellow who has been inoculated with the efficiency bug thinks he is, and his victim generally thinks likewise until time and experience proves that he is not. Before you hire an efficiency expert know that he is—that's all.

The Real Guide

You may bring to your office and put in a frame
  A motto as fine as its paint,
But if you're a crook when you're playing the game
  That motto won't make you a saint.

You can stick up the placards all over the hall,
  But here is the word I announce—
It isn't the motto that hangs on the wall
  But the motto you live that counts.

If the motto says "Smile" and you carry a frown,
  "Do it now" and you linger and wait;
If the motto says "Help" and you trample men down,
  If the motto "Love" and you hate;

You won't get away with the mottoes you stall,
  For truth will come forth with a bounce—
It isn't the motto that hangs on the wall,
  But the motto you live that counts.

160,000 Trade Paper Advertisers

TRADE papers are a product of the last 75 years—and so it is to be expected that their remarkable growth has not been recognized by everyone. Yet how many advertising men, who are supposed to keep in touch with the most effective methods of marketing, are familiar with the strength of the trade paper as an advertising medium? *Dress Essentials,* says the *Industrial Digest,* reminds us that "in the entire country we have less than 10,000 so-called national advertisers. Would it astonish you to learn that there were in 1915 160,000 advertisers in trade and technical papers? *How many more there are now we do not know.* . . .

"Bear in mind that these thousands of advertisers are using papers with five and ten thousand circulations. There may be some who have allowed the glamor of big general circulations to blind them to the concentrated buying power of the average business-paper reader.

"A certain business paper has completed an investigation of the financial ratings of their subscribers as given by R. G. Dun & Co. The average was found to be $297,668.

"The buying power of the readers is what counts, not the number of them. . . . The thousands of advertisers in business papers are there for one reason only—they get results.

"Even poor copy, and there is some of it, brings results, because of the brute power of the mediums and the lack of waste circulation. . . . If your problem is one of retail distribution, talk directly to the retail merchants in their own language, about their own business, in their own papers. . . .

"The average business paper is regarded almost with affection by its regular readers. They read it even when they have not time for other kinds of reading.

"It concerns their bread and butter, and the thing which occupies their minds during most of their waking hours.

"The advertising commands as much attention as the editorial contents. Frequently it is read first and most closely. Everything from cover to cover concerns the business of the reader, the biggest thing in his life. There is nothing to distract or divert his interest. What a wonderful advertising medium for those who learn how to use it!"

IT'S a fine thing to cut down your bank note when it comes due, but don't pay so much on it that you haven't the money to discount the next bill that comes in.

BE sure that you and the customer are both agreed upon the denomination of the bill he hands you in payment for goods. After you have put it in the cash register drawer it may be too late to convince him.

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SODA AND ICE CREAM

JACQUES FONTAINE

CAUSES THAT IMPEDE SODA FOUNTAIN SUCCESS.

FEBRUARY, while it is the shortest month in the year, is by no means the least important to the soda fountain owner. During December and January he may have had some excuse for neglecting his fountain, for in December he was occupied with the rush of Christmas trade and January brought inventory and the catching up of loose ends incident to the holiday season. February should mean more to us than regaining our normal stride—merely settling back to the usual routine, for it really marks the beginning of our next season. Not later than February, all our plans and policies for the ensuing Spring and Summer should be decided upon and put into effect.

We pride ourselves upon being up-to-date, progressive merchants, ready and eager to adopt new schemes and ideas that will work or the betterment fo our business, therefore let us apply the same spirit to the operation of our soda fountains. Let's do something original (to us at least). Let's stop being satisfied with our fountain departments as we have operated them for the past several years and resolve to make them real worth while parts of our business.

I am going to point out to you some of the faults common among soda fountain owners and leave it to you to decide whether or not such conditions exist at your fountain. If they do, correct them immediately, if not, make sure that there are no unfavorable conditions peculiar to your fountain alone that might impede your progress toward the 100 per cent efficiency goal.

I find too many soda fountains that need a complete overhauling and a thorough renovating. Too many leaky valves and pumps, too much evidence of lack of care. In most cases a few dollars and a little time and effort would make such fountains mechanically perfect and absolutely sanitary. Spend those few dollars if you need to.

There are too many soda water departments that appear run down and neglected, floor coverings dingy and worn, chairs, tables and fountain looking as though they had never had a real scrubbing and a coat of varnish; spoons and glass holders battered and bent and the plating half worn off; glasses and dishes cracked and chipped and menus soiled and sticky. It is not at all unusual to see a fountain decorated with artificial leaves or flowers, once beautiful to be sure, but now faded and dusty and fly-specked and anything but ornamental. If we were to see such conditions in a restaurant we would at once be suspicious of the cleanliness of the food, for we would figure that the same gross carelessness that permited such things in plain view would prevail in a still more marked degree in the kitchen, beyond the sight of the customer, or if we were looking around the store of a competitor with the eagle eye of criticism, we would see the unfavorable things quickly enough, but in our own case, we become so accustomed to our surroundings that we are entirely unconscious of them unless we are on the alert and looking for means of improvement or unless some one calls our attention to them. Spring is the ideal time for house cleaning and furnishing—see that you do it thoroughly.

So many business blunders are committed in the name of economy. I know many soda fountain owners who do only a small business and make little better than a bare living who are trying to keep down expenses and save clerk hire, by running their entire store themselves. Now imagine one man, however capable he may be, harassed with all the details of planning, buying, advertising, selling and accounting for even a small business. The result is that nothing is thoroughly well done. He takes care, as best he can, of the customers that come to him, but never has time for the thought and study necessary to make his sales increase. He never gets out to seee what other merchants are doing, he never takes time to read the trade papers and to apply to his own business the new ideas he might find therein. He thinks he can't afford to hire help or to advertise or experiment with new lines. He does not realize that in order to make money he must spend money, judiciously to be sure, and consequently he never rises above the level of the small unsuccessful retailer struggling to make ends meet.

Do you know that the very appearance of success will help your business? If you fix up and improve your fountain department it will attract the attention of your customers and they will take it as evidence that you are successful and progressive and if they think that others are patronizing your fountain they will want to too, as it is human nature to "follow the crowd." Another way in which this same psychology will work is in the case of the man who is trying to operate his fountain and attend to all the other departments of his store at the same

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time. If such a retailer will hire a competent man to take entire charge of his soda fountain, instead of a school boy to help out during the few weeks of hot weather, it will lend the same atmosphere of progress and success as will the new fountain or the improved fountain department and this will be the least of the many advantages of having someone in charge of the soda water end of your business. Suppose you haven't enough soda business to keep him occupied every minute—so much the better. That will give him time to make the many necessary changes and repairs in your fountain department. It will give him an opportunity to study out ideas for advertising, for making attractive window displays and interior decorations. He can revise your menu, cutting out some of the old items that are seldom called for and adding a few new specials that will take. He can revise your fountain accounting system, he can give more thought to quality and service—he can do many, many things and figure out endless ways to increase sales that you, rushed to death with other matters, have never had time to think of, and it won't be long before you will see the fruits of such labor in the way of increased sales and profits. Be conservative but not economical to the point of poor business judgment.

Another very common cause for failure, or at least the reason why so many retailers attain only moderate success in their soda water departments, is lack of appreciation of the importance of the fountain and the possibilities it offers for attracting business and paying a real profit. Such an attitude is accompanied by a lack of attention to the details of fountain management that make for high quality drinks and A No. 1 service. These retailers operate their fountains on about a 50 per cent efficiency basis and receive only 50 per cent of the possible sales and profits. With no added expense—just a little thought and effort, they might just as well be doing a steadily increasing business on a 100 per cent basis of efficiency.

Another and perhaps the commonest cause for failure in the soda water business is ignorance of right accounting methods. It is appalling the number of retailers there are who have no idea of the true state of their finances. They may have read or heard something about overhead, turn-over, cost accounting, depreciation, etc., but they have no part in the conduct of their business. They deposit the money they take in and draw against it for necessary expenses and if there is any left over at the end of the year, they figure they have made money and frequently they do not wake up until they are insolvent and everything lost. If you have been lax in your methods of bookkeeping and financing, don't do another thing until you have installed an up-to-date system so that you can tell at all times, without any guess work, just how you stand. The more simple the system the better, so long as it gives you the necessary information, and if you cannot plan it for yourself, hire an accountant or someone who can start you right and teach you to handle it. With the recent revision of the tax schedule and the withdrawal of the consumer's tax on sodas and soft drinks, we have one less detail to worry us in our soda fountain accounting, and the extra cent or two that we formerly had to add to the price of our drinks can now be cut off and this will make the price of our products seem considerably less to the customer and must result in bigger sales.

Did you figure that February was going to be a quiet month and that you were going to have little to do these twenty-eight days? In addition to all the other tasks I have set for you and the duties of which I have reminded you, let me also call your attention to the fact that in February we have three extra special days for celebration at our fountains, Lincoln's Birthday on the 12th, St. Valentine's Day on the 14th and Washington's Birthday on the 22nd. Each and every one of these anniversaries give us an opportunity for unusually attractive advertising, decorations and window displays and every live merchant will do something special on these days to attract attention to his store and his wares. We all know enough about the lives of our revered Washington and Lincoln and the history of our Country in which they so prominently figured, to plan and trim a beautiful window and to execute a successful advertising and selling campaign that will not only react in more business for us but will also instill in the hearts of everyone a little more patriotism and a little more homage to these two wonderful Americans. The significance to our youngsters of St. Valentine is also well known, and your decorations and some special drinks and sundaes can very easily be made to reflect the spirit of the day.

Do any of you question the enormous growth of the soda water industry from year to year? According to a recent issue of the Soda Fountain magazine the figures furnished by the Treasury Department show that the American people spent in 1921, $834,000,000 for ice cream and soda water as against $350,000,000 in 1920. Is this increase, more than double, reflected in the sales at your fountain? If not, isn't it likely that your methods are at fault, your service below standard or your products lacking in quality? Surely you cannot question the growing demand for sodas and sundaes in the face of these figures and the fact that it is being supplied and if your products and your service are right you should be sharing in the splendid increase in sales.

FORMULAS FOR FEBRUARY

SWEETHEART SUNDAE.

Place a square of solid chocolate cake (devil's food) on a china plate and on top a portion of vanilla ice cream that has been moulded in a heart shape

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mould. Pour a ladle of crushed strawberry over this, then a spoonful of marshmallow, whipped until very light and garnish with a few tiny candy hearts.

LINCOLN'S BIRTHDAY.

Fill a round dipper half full of vanilla ice cream and the balance with chocolate ice cream, pressing the two portions firmly together. Cover with bittersweet chocolate, sprinkle generously with toasted shredded cocoanut and stick a tiny American flag in the top.

WASHINGTON SUNDAE.

Place on a sundae plate, a slice from a brick of cherry ice cream. Pour over this a ladle of butterscotch syrup, add a spoonful of chopped pecans and garnish with marshmallow and a maraschino cherry.

MT. VERNON SPECIAL.

In a tall stem glass, place a dipper of strawberry ice cream, then a ladle of crushed cherries, a dipper of pineapple ice and top with whipped cream and a chocolate covered maraschino cherry.

VALLEY FORGE.

In the bottom of a ten-ounce glass place a ladleful of ice cream and a tablespoonful of crushed cherries. Place in a mixing glass 1½ ounces of cherry syrup, a tablespoonful of sweet cream and the white of one egg and a ladle of shaved ice. Shake and strain into the glass containing the ice cream and cherries.

CAPITOL SUNDAE.

Line the sides of a deep sundae dish with alternate slices of banana and lady fingers. Fill the center with fresh vanilla ice cream and over the top pour a dressing made of fresh oranges, tokay grapes, apples, nuts and pineapple, sweetened to taste. Finish with marshmallow.

THE merchant who thinks to be successful without going outside of his own head for ideas is destined to live and die a little fellow.

IT IS better to originate than to imitate, and it takes no more brains to originate plans that are good than to get away with an imitation of somebody else's plans.

YOU cannot give the public the impression your store is up-to-date unless you keep the equipment fresh, adding new and improved devices and fixtures as you see where they can be used.

YOU will have little trouble keeping your credit good as long as you do not repudiate a debt or deceive a creditor.

A LITTLE knowledge may be a dangerous thing, but it is not as dangerous as no knowledge. Get all the knowledge you can, especially about your business.

Legal Points for the Retail Merchant

LESLIE CHILDS

ON THE USE OF A TRADE NAME IN THE CONDUCT OF A BUSINESS

THE conduct of business enterprises under trade names is so common in the commercial world today that it is hardly given a passing thought by the public in general. A merchant, or an association of merchants, desiring to engage in business, may for various reasons not care to have the enterprise conducted under his, or their names. So he, or they, designate the business as the "Daylight Clothing Store," or the "Hub Store," or any other appropriate trade name that may be agreed upon.

So far so good, for as a general rule a merchant has a right to conduct his business under any name he may choose, so long as the name selected does not conflict with a name already in use by another. However, if a business is to be conducted under a trade name, the merchant should be very sure that he complies with the laws of the state in which he is doing business in respect to such a trade name.

This is very important because in many states the law requires that the true names of a firm doing business under a trade name be registered. And if this is not complied with may result in considerable embarrassment in the conduct of the business. Of course the laws of the different states are not uniform on the subject so a general rule cannot be stated that would govern in all states, but as a general rule statutes of this kind impose a substantial penalty in case they are violated. For example:

In some states it is provided that unless those conducting a business under a trade name register their true names they cannot maintain an action upon any contract that is made until their names have been registered. In others penalties are provided ranging all the way from a fine to a sentence of imprisonment.

And there are states, Kentucky for example, in which it has been held that the carrying on of a business under an assumed name in violation of the registration law precluded a recovery upon the contracts entered into. This drastic construction of statutes of this kind may be illustrated with profit by a brief review of the following case.

Several individuals, it appears, conducted a business under the name of the "Big Four Auto Company." They failed to comply with the Kentucky statute which forbids any person or persons, to conduct a business, under an assumed name, unless the true name or names of the person or persons were

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filed in the office of the county clerk in the county where the business was conducted.

Thereafter, the firm sold a motor car and received as part payment two notes aggregating $284. The notes were not paid and the "Big Four Auto Company" brought suit to enforce their payment. The defendants defended on the ground that as the individuals comprising the "Big Four Auto Company" had not filed their true name in the office of the county clerk as required by law, they could not enforce payment of the notes.

The case reached the Kentucky Court of Appeals and in deciding whether or not the violation of the law by the individuals doing business as the "Big Four Auto Company," in not filing their true names, would prevent them from enforcing payment of the notes in question it was, among other things, said:

"The statute was intended to prohibit exactly what the plaintiffs (Big Four Auto Company) were doing, unless they filed the certificate required. The legislature undoubtedly had the power to enact this statute and prescribe a penalty for its violation. And when the legislature, within its authority, enacts a law making it a punishable offense to do certain things, it may be considered as a closed question that this court will not lend such aid to the persons doing the prohibited things as will enable them to violate the law with impunity." (Hunter vs. Patterson, 162 Ky., 778.)

In conclusion the court held that the individuals doing business as the "Big Four Auto Company" were not entitled to have the aid of the court in enforcing the collection of the notes in question. Holding in effect that the failure to register the true names of the individuals composing the "Big Four Auto Company" precluded the firm from enforcing its contracts in the courts.

At first glance it may appear that the court in declining to enforce payment of the notes announced an exceedingly harsh rule. But the case was carefully considered, the decision well reasoned, and when read in the light of the provisions of the Kentucky statute it is difficult to see how the court could have decided other than it did. And further the conclusion reached has been supported in other jurisdictions.

However it may be stated that the courts of the different states are not in accord in construing statutes of this kind, and the foregoing Kentucky decision does not appear to represent the weight of authority. For in perhaps the majority of the states, where the question has been passed upon, the courts have not gone so far as did the Kentucky court. For while they have exacted some penalty, they have not, as a general rule, gone to the extent of refusing to enforce contracts that have been entered into. And in the majority of the states such contracts are valid, but even where this is true a violation of the law in failing to register, usually proves embarrassing in some respect.

It is obvious, then, that if a business is to be conducted under an assumed or trade name, those conducting it should inform themselves as to the terms of the statute in the state where the enterprise is to be located, and see to it that the provisions of the statute are complied with. The point is one of too great importance to be ignored and should be one of the first things attended to when a business, to be conducted under a trade name, is founded.

Buyers Will Be Trained to Study the Public Taste

WHEN the young fellows who are now attending universities and business colleges obtain their diplomas and start in the business game they will cause some of the Stand-stills to sit up and take notice. For they are learning things about business —practical things; things that make a noise like real money; that will cause people to come in and buy and give the absent treatment to the dealers now in business who tell themselves they "know it all," and that "nobody can't teach them anything, I guess."

Here is the University of London, over in England. They have just established a three-year course of business, and when a young man completes it he will have conferred upon him the "Degree of Commerce." Two of the studies would be particularly interesting to the candy dealer. One is a training in the art of buying. The other is a study of the needs and desires of the buying public. Reduced to a few words these two lessons consist of a study of the art of buying and the art of selling —two of the most important functions of retailing. Did you know that in department stores the buyers are among the highest paid employes of the establishment? They are! It is recognized that the buyer must know two things and know them very thoroughly. He must knows the wants, tastes, prejudices, likes, dislikes, fads and fancies of the people. And he must know the goods he purchases —their manufacturers, their qualities, their styles, shapes, finish, colors, patterns, wearing qualities and a score of other things. Such knowledge doesn't come offhand. It isn't picked up by listlessly purchasing goods and carelessly selling them. It is obtained by study, care, thought, discipline and the wear and tear of much brain matter.

How would you qualify in an examination, friend retailer and friend clerk, if you had a bewigged and bespectacled highbrow put you on the rack and ask you a hundred questions each concerning buying and selling? Do you think you could answer them? Would you come off with flying colors? Would he hand you a beautifully scrolled diploma certifying that you had thoroughly mastered the technique of these two intricate and complicated subjects of buying and selling? Would he? The whole country is waiting your answer, so important is the subject. Why not highly resolve to study these two things during the coming year?

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Selling Goods by Displaying Them

INVESTIGATING THE DISPLAYS

THE president of a large concern was criticising the displays that the display man was making in the windows. "You are making very pretty displays," he said. "They are attracting a lot of attention, but I doubt if the people who look at these displays pay much attention to the goods themselves. I'm afraid they are just looking at the decorations."

The display man objected to this criticism and was positive that the people did notice the goods, but when pressed for a reason why he was sure that they did, he had to admit that his opinion was merely a conviction and that he had no facts with which to prove his case. After this talk he determined to get some facts.

That night he stationed himself about a block away from the window and watched the people who stopped and looked in the window, and when they passed on and reached him he halted them and said, "I beg your pardon but I saw you looking at that show window. I would like to ask you what is displayed in it."

He found that everyone he stopped could tell him without a moment's hesitation just what the goods were. A number of the people showed more than ordinary interest in them and remained to talk with him about them.

This investigation gave him facts he could present to his superior that would convince him that the show windows were really doing what they were intended to do. It also gave him many good ideas in regard to future displays.

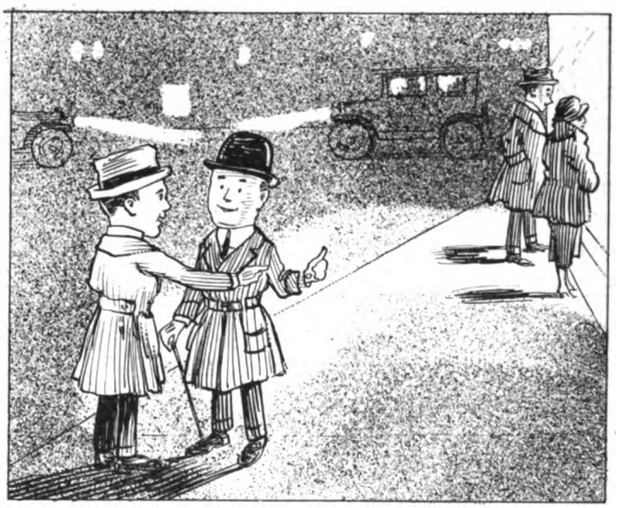
If show windows are to show a real profit, it is necessary to do more than to make what appear to be good displays and then trust to luck. It is necessary to find out if they really are good displays, if they are attracting attention to the goods displayed and are creating a real desire for the goods.

Count the people who stop and look at the window. This can be done for a portion of a day, a day, or more than a day, depending upon how important it is considered to have an accurate count. Do this while the store is open and during the period the count is being made keep an accurate record of the sales made of the candy displayed. Deduct from the sales made those which are ordinarily made during the same period. It is better to use average sales to determine what should be deducted. That is use average sales made when there is no show window display of the candy. The balance left is a fairly accurate measure of the sales power of that display.

The difference between the number of people who stop and look at the window and the number above the average who actually buy the candy is an indication of the degree that display is creating desire for the candy. It will sometimes be found that a display that attracts a great deal of attention is not a display that sells a lot of candy. Since the display is made primarily to sell candy it is important to learn just what kind of a display does actually sell it and the only way this can be learned is to make some such investigation as had been indicated.

These records should be preserved, and in the next article it will be shown how they can be used to help make future displays more productive of sales. The records should also be made as accurate as possible.

The best way to get a count of the people looking at the window is to have someone stationed outside with a mechanical counter, to watch the window and the people, and register on that counter each person who stops. If desired he may also have another counter upon which he registers all people who after stopping and looking at the window enter the store. This count of the people entering the store will serve as a check on the additional sales made because of the window display.



Ask the people who have just looked at the display what they saw in the window. If they saw the candy, there is hope of making sales. If they saw only the decorations or something else, the display is not going to make a great many sales.

It is a good plan to question the people who see the display much after the manner that the display man mentioned at the beginning of this article did. The more people questioned, the more data of value gathered in regard to the strong and the weak points of the display. If one questions people he knows, he can also ask them about the window a week later and learn just how deep an impression has been made upon them. It really does not matter if a week or so after the display people have forgotten what that display was actually like if they do remember the candy displayed and have a feeling that it is about the best that they can buy. After all a display is made not so much to make people remem-

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ber about the window decorations as to remember about the candy that is shown.

There is always something about an effective display that creates a favorable impression. This is not always just the thing that the person who made the display thinks that it is. Therefore, it is well to ask as many people as possible what there was about the display that favorably impressed them. If the questions are skilfully put it is usually possible to find out what made those people like it. Of course all people will not give the same answers, but if as many people as possible are questioned a much more accurate idea can be gained of the strong points of the display than would be gained if no attempt had been made to find out what people thought about it.

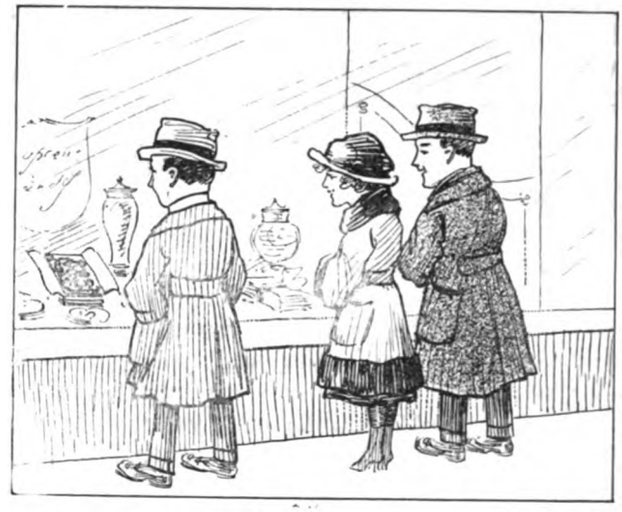
If a display does not attract attention or sell goods, then a little questioning of the people who have seen it will help one learn what is really wrong with it. Every confectioner and every person who has the responsibility of making displays has friends he can question. He also will find that many strangers can also be questioned. It is well when questioning strangers not to reveal the fact that one has made the display himself. It is frank opinions that are needed, and opinions are far more likely to be frank if the person giving them is not aware that the person seeking them has been responsible for the display. Sometimes a good active enemy will give opinions of more value than those given by a friend because the enemy will not hesitate to point out the bad features.

A great deal about the window can be learned by mingling with the people who look at it at night, perhaps after the store is closed and listening to what they say to each other about it and watching to learn how interested they seem to be in it. It is not necessary when investigating the window in this manner to talk or ask any questions. In fact it is better to do neither. All one needs to do is to keep his eyes and his ears open and to remember all that he has seen and heard so that he can make notes that will be of value when the next display is to be made.

No opportunity should ever be lost to learn all that can be learned about just how the window display affects the people on the sidewalk and what sales really result from that display. When constantly looking for this sort of information many ways not mentioned here of gaining it will be found.

One reason why window displays are not better than they are and that windows are not resulting in much greater profit to the confectioner than they are, is because not enough attention is given to getting this first hand information about them. Comparatively few concerns keep window records that show with any degree of accuracy just what those windows are worth to them and what they can be made worth.

It sometimes happens that when all the information that can possibly be obtained about the window is obtained, much of it seems of little value. The person who spends an evening watching the people who look at the display and listening to what they say may at the time feel that the evening has been wasted. The next time a display is made, however, that evening's watching and listening will prove of value. It will tend to prevent doing things with the display that would prove ineffective and it will tend to suggest things that will make people take a greater interest in the display.



Spend a few nights looking at your own windows and listening to what other people who stop and look have to say about them. The information gained in this way is reliable and is of great value when making new displays.

The confectioner does not make a window display to please himself, to give a display man an opportunity to show how pretty he can make a window look or merely to attract a crowd to the front of his store. He makes the display to please the people, to make them have a greater desire to buy confectionery at his store, and to make them talk more favorably about his store. Accordingly it is highly important that he learn all that he can about what impression these window displays are making upon people, how they please them and in what way if any they displease them. There is only one way in which this can be found out, and that is to do a reasonable amount of investigating in the case of each display made. The first step in increasing window display profits, therefore, is to investigate the displays, to find out just what people think of them and how great a desire each display creates for the goods that are shown.

THE man who has no enthusiasm for his business is either in the wrong business or he is lacking in pep. He will not achieve any great success.

THE man who has spare time will soon find that spare time all taken up if he begins to worry about his affairs.

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EXPORT DEPARTMENT

By JOSEPH NATHAN KANE

HIDDEN SNAGS IN EXPORT ADVERTISING

HOW would you feel if on opening your morning mail you should come upon the following handsomely engraved announcement on white linen writing paper, the upper portion of which bore the coat of arms of the Venezuelan Government?

Dec. 27, 1921.
Maracaibo, Ven.

Ladies And Horses;

It gives us great pleasure to inform you that we have reduced our prices..etc..and we are now selling A's candy at 5 bolivars per kilo.

We will be happy to have you milk animals.

Very truly yours,
Garcia & Co.

As an up-to-date business man, you wouldn't believe that any one could be foolish enough to write the above letter. On the contrary these errors were made! I will not mention by whom, but I might add not by Garcia & Co., whose name I have taken the liberty to use.

A translator used *caballos,* which means horses instead of *caballeros,* which means gentlemen. This mistake caused the salutation to read "Ladies and Horses," instead of "Ladies and Gentlemen." Ordeñar (with a wavy line over the "n") means to milk animals, while ordenar, which was meant in the above letter means "to order." Substituting these corrected words, a proper interpretation of the letter may be had.

The above letter is really no exception. It is an English translation of a Spanish letter sent by a certain American confectioner. Even though these mistakes as shown above were not contained in the letter, the letter would be of no use to us. In the first place, if we in America received the letter we might not know how much a bolivar was worth. If we did perhaps we would not know how many pounds there were in a kilo. Inasmuch as we would not be familiar with bolivars and kilos, is it fair to expect a South American, the one to whom this letter was sent, to be acquainted with cents and pounds?

Foreign advertising copy has been butchered beyond recognition. There are some who read through an American catalogue in about the same manner as one would a joke book, hunting for good laughs.

An American Prepared Wax was advertised in a Spanish paper as follows: "The wax is applied by the use of a cloth made to look like a piece of cheese." Cheesecloth, in this case, was intended. The expense in publishing worthless advertisements like this "cheesy" ad which brings no results, means the funeral pile sooner or later for the export advertiser.

One can readily understand by reading the two instances mentioned why no results were obtained from the advertisement. To advertise in a country one must be reasonably certain of it, one must understand the colloquial slang spoken there, one must be acquainted with the people and their modes of living. Unless one has a real inside knowledge of foreign markets or can obtain information from someone who has been there, it is of little use advertising in foreign markets. To just go ahead and advertise, would be nothing more or less than sheer waste of money.

For example, in the United States a man may write an ad which will be understood just as well in Maine as in California. But in the Philippines, for example, in addition to English, Spanish, Arabaic, Malay and Chinese, eight dialects must be employed, namely, Pangisan, Tagalog, the three Visayan dialects, Pampangan, Ilocano and Bicol.

Inasmuch as there are so many dialects and languages in the Philippines one cannot reach all the people by advertising in the same language.

A certain condensed milk firm tried to market their products in South America where at one time there was an unusual demand for their product.

To obtain a greater trade they had a new beautiful label printed which was pasted on their cans. They extensively advertised, and as a result secured many large orders, but never a reorder. The head of this concern appointed a special investigator to determine why their condensed milk remained unsold and why their competitors received so many orders. His investigation proved that there was nothing wrong with the goods, that they were of exactly the same quality now as they had always been. Upon inquiry at the various storekeepers he found that the trouble was due to the label. On each label was printed, "This high-grade condensed milk was prepared from our New Orleans plant." The objection to this brand of condensed milk was that the South Americans wanted their condensed milk from a cow and not from a plant. They did

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not understand that plant was synonymous with factory.

As soon as the labels were changed the sales of this firm again boomed and their products were in as great a favor as those of their competitors.

Summing these points briefly, it is folly to advertise in a foreign country unless advertising is done in the right way. As advertising standards, ways and means differ in each country it is always advisable to consult the proper authorities for information, particularly advertising firms specializing in foreign advertising. Unless this is done little may be expected from advertisements in foreign countries.

Analyzing America's Income

AN analysis of the American dollar, its purchasing power and relation to production and taxes, is afforded in the findings of the National Bureau of Economic Research.

Although 1918 showed a great increase in dollars (the total national income of the United States in 1918 was $61,000,000,000, as compared with $34,400,000,000 in 1913), it did not represent a like increase in production most of it being due to the rise in prices, for the dollar of 1918 and 1919, according to the report, was a much less efficient dollar than that of 1913. The actual total of commodities produced increased, therefore, very little, if at all, and a large part was war materials and not of a kind really benefiting consumers.

Individual incomes, estimated on a per capita basis, rose from $340 in 1910 and $354 in 1913 to $586 in 1918, but, the report says, $586 in 1918 was equal to only $372 in terms of the purchasing power of five years before.

The main findings, including the equivalent value of per capita income in terms of the 1913 purchasing power, are exhibited in this table:

Year	Total National Income (Billions)	Per Capita Income in Dollars	Per Capita Income In 1913, Dollars
1909	28.8	319	333
1910	31.4	340	349
1911	31.2	333	338
1912	33.0	346	348
1913	34.4	354	354
1914	33.2	335	333
1915	36.0	358	350
1916	45.4	446	400
1917	53.9	523	396
1918	61.0	586	372

One per cent. of income receivers in the United States had 14 per cent. of the national income, or $8,540,000,000 in 1918, according to the report. That is to say that one out of 100 had an income of $8,000 or more. Five per cent., representing incomes above $3,200, had 26 per cent. of the total. Ten per cent., including incomes above $2,300, had nearly 35 per cent. of the total. Those having incomes above $1,750 had 47 per cent. of the total, Eighty per cent., or those receiving incomes below $1,750, had about 53 per cent. of the total income.

The report further shows that in most of the years since 1913, in the principal organized industries, wages and salaries were about 70 per cent. of the total income; while capital (including management) received about 30 per cent., out of which were paid rent, interest and profits; but these proportions varied materially with relative prosperity and depression.

The share of capital in 1916, for example, increased to about 35 per cent., with 65 per cent. to labor, while in 1919 capital's share fell to about 22 per cent., while labor received about 78. Of the total payments to employes in the highly organized industries, the report shows, about 92 per cent. goes to the manual workers and clerical staffs, while eight per cent. goes to officials.

Light is shed on the increased income of farmers in the period from 1910 to 1919. Agriculturists, who during the past decade have made up about 16 per cent. of the total of the gainfully employed, according to the study, received from 12 to 13 per cent. of national income in the years between 1910 and 1916, inclusive.—*Industrial Digest.*

Do It Now

The following verses were included in an address recently delivered by Ex-Governor Charles Miller, of Delaware, and are so full of a sentiment that should be passed along that we take delight in giving them space.

If with pleasure you are viewing any work a man is doing,
If you like him or you love him, tell him now;
Don't withhold your approbation till the parson makes oration
And he lies with snowy lilies o'er his brow.
For no matter how you shout it, he won't really care about it;
He won't know how many teardrops you have shed.
If you think some praise is due him, now's the time to slip it to him,
For he cannot read his tombstone when he's dead.
More than fame and more than money, is the comment kind and sunny,
And the hearty, warm approval of a friend;
For it gives to life a savor, and it makes you stronger, braver,
And it gives you heart and spirit to the end.
If he earns your praise, bestow it; if you like him, let him know it,
Let the words of true encouragement be said;
Do not wait till life is over and he's underneath the clover,
For he cannot read his tombstone when he's dead.

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THE JOBBER

WHAT THE FARSIGHTED ONES SEE THIS YEAR OR THINK THEY SEE

IT is said that a thoughtless workman does not look beyond today; the ordinary person of ability looks a year ahead; the farsighted merchant plans for five years in the future, and one of the causes of Rockefeller's success lay in the fact that he planned fifty years from the date of his planning. In these unusual times every thoughtful business man is concentrating his powers of observation on the coming events of this year. He is intensely interested in ascertaining if possible what kind of seeds destiny will scatter in the business winds of 1922, and his interest is so vital that he is giving scant attention to the days beyond the coming year. Scores of business men, statesmen and writers have embalmed their opinions in printer's ink, and we have all read them with more or less studiousness. Some have dripped with optimism, as the full honeycomb drips the sweet product of the labor of the bees, and those of us who are a little long on optimism have thrown out our chests and planned to do things in a business way this year. Those of us who have studied carefully the utterances of the experienced ones perceive that they qualify their hopefulness by expressions of caution. They all unite in saying that business in this country has passed through the deepest part of the valley of depression, that it has ascended some distance and is still on the upward trend but practically without exception they say there will be a goodly quantity of setbacks, and some of the downward slips will descend so far that they will cause anxiety to those concerned. In fact they will bring disaster to a certain proportion who have failed to carefully watch their steps.

A number say that the whole world is going through a process of readjustment. That currents and cross-currents are sweeping around the earth so vast, so powerful, so contrary to each other, so conflicting, so arbitrary and so changeable, that they have gotten away from the efforts of puny man to control them, and that they will play a large part in shaping the destinies of the future. But they are all agreed that these currents, after tossing things around for awhile, and causing periods of anxiety to the leaders of statesmanship and business, will finally settle down into regular channels, and pursue an orderly way. Through it all man, the unterrified, the unconquerable, will struggle hopefully and cheerfully, and as settled order finally resumes its sway, we will find that business and social conditions have greatly improved and occupy a higher plane.

After reading and assimilating the numberless opinions the wise candy jobber will come to the conclusion that the wisest course is to play safe. He will decline to take chances. He will abstain from ventures and developments unless the natural growth of his business demands the same. In the words of the poet he will make no radical departure which will place the fate of his business "in the lap of the gods." This does not mean that he will relax or take it easy, or drift, or wait for things to improve. Far from it! This year is going to be an intense business struggle, and it behooves us all to tighten our belts for the fray. The wise jobber will scrutinize his business with meticulous care. He will refine it and improve it in every way possible. He will eliminate every source of waste. He will increase the efficiency of his personnel by careful training. He will unite his forces by making them all interested in a growing success. He will inspire his salesmen and encourage them to adopt the newer and more effective ideas of salesmanship. And, doing all these things, he will have a satisfactory and profitable business, and build a firm foundation for development when the business current again runs high and strong, which according to all predictions it is bound to do.

HE PREACHES BUSINESS SERMONS OF CHEERFULNESS.

IT was raining. A dense fog pervaded the air. It was cold, disagreeable, depressing to a degree. I was uptown to see a party who would be back "in half an hour," his stenographer said. To utilize the time I dropped in a barber shop for a shave. The barber was lean, with drooping features, denoting a melancholy temperament. Like all barbers he was loquacious. He talked of the weather. What a dreadful day it was; how it took the life and spirits from a man; how it seemed that the weather was run amuck, giving us such doleful days, just as the world of business was in the doldrums, giving us losses instead of gains, and a fearsome feeling that some calamity may possibly be impending. My spirits, which I try to keep in the sunshine, began to sink, and fear and doubt took possession of my mind.

What if the man should turn me down from whom I expected a large order? What if calamity hit my largest customer and he could not pay the large account he owed? And this weather! It was loaded with grip germs, and the grip was a fearsome thing these days.

Some one entered, and entered in the talk. He took that barber to task in a cheerful, diplomatic way. He told him that such days as this were few and far between, and that even they had their uses; They brought rain, which was necessary, and they served as a background to the many bright days, causing us to appreciate them the more.

He explained that though business was not as

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yet what it should be it was steadily improving; that though we have setbacks the setbacks are shorter and fewer, and that the fellows who had their coats off sawing wood, and working like good fellows, were doing very well thank you, and were thanking instead of grouching.

Gee, it did me good to listen! My spirits soared upward like a runaway toy balloon, and I began to think what I would do with the big commission on the big order I felt sure I would get. I was another man. The voice sounded very familiar, and as I got out of the barber chair I was able to see the speaker. Gosh! It was my friend Keeley—A. C. Keeley, the Candy Jobber, President of the Philadelphia Jobbing Confectioners' Association, handing out a sermon on his perpetual text of "Looking on the Bright Side."

PHILADELPHIA MAY HAVE A CANDY SHOW

OUR Sesquicentennial folks are stirring things up. They are through with that phase of idle verbosity which simply pushes the air around and leaving no trace of the loud-sounding words which were uttered. They are now talking turkey. And unless all signs fail we are going to have a show in 1926 in Philadelphia, that in the euphonious words of Senator Sorghum, will be "some show." All the world and his wife, and the leading residents of the surrounding planets are expected to be here. And of course Miss Philadelphia will be pleased to see YOU, Mr. Reader, and will welcome you right royally.

Then, too, Philadelphia is just recovering from the enthusiasm of her annual Automobile Show. An Automobile Show touches the heart of every man. If he already has an automobile he is longing anxiously to get a better one. If he has none the vision he sees in his pleasing dreams is a picture of himself guiding his iron steed over hard and glassy highways, bound on a vacation to California, the land of perpetual blossoms, returning via New Orleans, Savannah and Washington.

Having these two shows in mind it is small wonder that at the last meeting of the Philadelphia Jobbing Confectioners' Association the question arose—Why shouldn't Philadelphia have a Candy Show next October, say! Why shouldn't they indeed! shouted several members encouragingly. After talking it over from various angles the directors of the association were directed to give this subject careful consideration and report at a future meeting upon the wisdom of consummating the idea.

The idea seems a good one. Philadelphia is a big city; the candy industry is a big business; the surest way of reaching a man's heart, young housekeepers are taught, is through his stomach; therefore conditions would seem propitious for the success of a candy show, if it should be decided to hold one.

MANY MANUFACTURERS ARE MAKING FREIGHT ALLOWANCES

A PROMINENT Candy Jobber expressed himself as pleased with the gradual changing attitude of the jobbers regarding the delivery of goods to Philadelphia, either freight prepaid, or by a freight allowance. The Western manufacturers especially look upon the idea with favor and a goodly number have adopted the policy. Manufacturers in other sections are more conservative, but the wisdom of the idea is becoming apparent to an increasing number, and it is believed that in course of time all the manufacturers will fall in line.

The jobber of a western city while visiting Philadelphia, in the course of a conversation, deprecated the method which many jobbers take in regard to the perennial misunderstanding occasioned by the easy ruling of some manufacturers as to who are jobbers and who are not. He said the manufacturers have their side of the argument in this case, and it is not devoid of the sense of justice. He felt that ill-tempered fault-finding and grouching protest get the jobbers nowheres. If good-natured discussions were frequently undertaken, instead, he believes the jobbers could easily be induced to exert an influence on beginners, and jobbers with diminutive overheads, to refrain from making cut-throat prices, which are harmful to a greater degree than many may suppose.

WHY JOBBERS SHOULD ADVERTISE

A MANUFACTURER was talking. "I am making a specialty, which I wish to market," he said. "And I am getting pointers whether to market it through the jobbers, or jump over their heads and sell it direct to the retailers. From my viewpoint the jobbers take a negative position in some respects," he continued, "though perhaps they are correct in their viewpoint. They are averse to taking hold of new things and giving them a little push, but they ask the manufacturer to create the demand and say when this has been done they will be glad to sell the article and fill the orders. This action compels the manufacturer to go over their heads to introduce his specialty. This he does with reluctance and with a feeling that he is doing the work of the jobbers. After he has successfully created a demand among the retailers he then considers the question as to whether he shall continue selling them direct, or supply the demand through the jobbers.

"Considering the tendency of manufacturers and retailers to get together, which is curtailing the jobbers and gradually driving some from business, it seems unfortunate," he continued, "that jobbers in various lines of business should adopt a policy which aggravates and increases this danger.

"An editorial in *Printers' Ink*, recently discussed

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this very question, and the writer made some very pertinent suggestions. He said in effect that he did not want to convey a wrong impression about jobbers, for they are part of the business world and have their own troubles, but it did seem as though in some respects they stood in the light of their own interests. For instance, some insist on having their own distinctive brands; there is a disinclination to heartily unite with a manufacturer in pushing any particular article which the manufacturer has popularized, and there is much indifference about distributing the selling-helps of the manufacturer.

"The writer suggested that the jobbers should awaken to this condition of affairs and make some effort to counteract this tendency of elimination. One of their methods, he believes, would be to advertise; to make a noise in the world; to indulge in a little bragging, which exerts a tremendous influence, even though we smile sardonically at it. They could take space in their trade journals and tell both the manufacturers and the retailers the valuable service they render to both. They could tell the manufacturers about their efficiency as distributors, and how they can distribute goods more economically and more thoroughly than could a manufacturer. They could also explain to retailers their usefulness to such dealers. The saving of time, trouble and expense they effect, the promptness of their deliveries and the complete assortment of goods which are always available at short notice."

SAYS JOBBERS MAY DISAPPEAR FROM THE PACIFIC COAST.

Editor Confectioners Journal:

Answering your inquiry for information regarding the jobbers on the Pacific Coast. In my opinion "there ar'nt any such animal." Used to be lots of them tell where they are buried by their reputation. The old method was to send East a well credited representative, who was supposed to represent himself only, to corral the numerous outputs of the candy factories, they to do a certain amount of advertising, and the agent to put out a number of men. This is done in good faith for six months or a year, until our Western jobber has a thorough knowledge of the best sellers, then he immediately duplicates the same and instructs his agents to buy and sell over the other line, even using Eastern goods as a lever to force sale of home-made goods.

Another method was to get an Eastern manufacturer to ship a carload of goods on consignment and advertise same until goods were sold.

Just one more case, that of wax paper. I was in the market for a large quantity of paper, was solicited to place my order by agent on coast. Upon receipt of paper, I find it is of war time paper. I expostulated with the manager.

The modern method of selling Eastern candy on the Pacific coast is about as follows: The up-to-date sales agent of an Eastern house casts about him and locates some enterprising firm who are pushing some line that does not conflict with candy. This firm takes on the line if he thinks it has merit, and exhibits it to his customers, not forcing them to buy, but endeavors to sell his own line. The customer usually looks over his line and sees the candy and places an experimental order, which is filed in duplicate with home office, and if the order is a repeat order, it is followed up with the sales manager, and a good trade worked up. I know of one sales manager who has worked up a trade amounting to thousands of dollars, but yet no agent has called on the customer. I devoutly believe that the candy jobbing trade will rest in the future with the sales manager of the factory producing.

Respectfully,
A. W. TURNER.

Be a Salesman

When the train pulls in and you grab your grip,
And the hackman's there with his frayed-out whip,
And you call on your man and try to be gay,
And all you get is, "Nothing today,"
Then you're a peddler!
By Gad, you're a peddler.

When you get in a town and call on your man,
"Can't you see me, Bill?" "Why, sure I can,"
You size up his stock, make a rough count,
And Bill presently says: "Send us the usual amount,"
Then you're an order taker!
By Gad, you're an order taker.

When you travel along and everything's fine,
And you don't get up until half past nine,
And you see each concern and talk conditions,
And write it home with many additions,
Then you are a traveling man,
By Gad, you're a traveling man.

—B U T—

When you call on the trade and they talk "hard times,"
"Lower prices," and "decided declines,"
But you talk and you smile, make the world look bright,
And send in your orders every blame night,
Then you're a *salesman!*
By Gad, you're a salesman.

—*Anon.*

NOBODY'S promise to pay is as good as the spot cash. The money that is still on your books is money you cannot spend or use for buying more stock.

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THE STROLLER

DO IT EARLY IN 1922

SAY, now that we've got a little old new year on our laps, I'm hoping you boys are going to loosen up and be better boys than you've been before. Real big men, if you get me right.

The New Year's the time to turn over a lot of new leaves aint it? I'm turning over some. I've promised my wife faithfully never to pit baccy on the carpet again. You see when a fellow gets used to sitting around in country hotels, and letting her go regardless, let the chips fall where they may, so to speak as it were, it's hard to remember that he aint in the same kind of a stable when he's home. So I've promised to give her a fine of a thousand dollars every time I break the rule in 1922. Between you and me, though, I expect to drown sometime in January, for I gotta chew and I gotta pit. If I go, I'll leave each of you boys a share in my rabbit's foot.

You fellows can loosen up a lot in 1922 if you want to. I see your faults a whole lot plainer than you do. One thing, you could loosen up with salesmen. You act awful mean with salesmen. Send a lot of 'em out without buying a blame thing! Big merchants don't do that. Aint you ever heard that that was the way John Wanamaker got his start—by buying something of every salesman that came in? So that's one thing you want to do—make your mind up to buy something from every salesmen that comes in. Be big! Why if you'll do that you'll be so big in a little while you'll have to hire a whole warehouse to keep your stock in.

Got that down?

Another place to loosen up is with your help. I don't know a single blame one of my customers that treats his help right—the way I think they ought to be treated. Time after time you turn 'em down when they ask for a raise. Time after time! Gee, I think it's fierce! Aint they the best judges whether they want more money or not? Gee! What do *you* know about it? *Every time* one of your help comes to you and says, "I want more money," you ought to come across with it, and be glad to. That's the way Johnny Rockafellow used to do, and that's why he's the richest man in the world next to me (only my riches is in brains).

So make up your mind right now that you'll raise everybody that asks for it, *always*. At first you'll find it hard to do, because of some fool idea that you ought to know better than the help when they're due for more money, or you can't afford it, or business wouldn't stand it, or some fool thing like that. There aint a thing in that. When one of the help comes to you and asks for more money, it's up to you to ask only one question, namely and to wit: "Does *he* or *she* want it?" If the answer is yes, why you give it to 'em.

Got that down?

Then you're mean with your customers. Aint you ever heard that old saying out of the Bible that the customer's always right? A whole lot of you boys aint learned that yet. What you want to do in 1922 is to say to your customers "anything you ask me to do is plumb done! If you think at any time that I'm charging you too much money for anything, just say so, and I'll fix it the way you want it. If anything I sell you aint *exactly* up to your ideas just tell me and it's off the bill." "What? Why certainly I wouldn't expect you to bring it back! How could you, when it's et?" "Why certainly not! I want you to feel that you own the store and everything in it. It's all yours, and you can even suit yourself as to whether you pay for what you get or not."

Now listen here. If you'll put that in an ad, and write it on a sign up in your store, I'll give you my personal word that in 1922 your business 'll be *four times* what it is now. At least four times. You'll probably have to move to a bigger place. What? The poorhouse? Say shut up will you? I aint joking if you are. My idea of business is that it don't make any difference whether you make any money or not, if you make your people like you. That's my idea. And I'll guarantee that if you'll do as I say, people will like you fine. And that means you'll be a big merchant. As it is now, you aint so big.

Then I think there's a lot of room for improvement in the way you treat the people you buy goods from. You get pretty blame snippy sometimes, just because they don't send you what you ordered, or overcharge you or something. Gee whiz, don't you know it's childish to take notice of anything like that? No matter what happens, you ought to say to yourself, "Gee, these people are so kind to sell me goods, they know better than I do what I ought to have and ought to pay, it might hurt their feelings *horrible* if I make any kick, so I'll do *just* as they say."

Why if you'll do this all the big houses in the United States will be fighting for your trade. Aint that worth something? Why sure it is. Go to it, boys, go to it.

THE STROLLER.

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JULIAN HAUGWITZ, after an experience of nearly twenty-five years, has given up the road and has been succeeded by his son, Lucian S. Haugwitz, who will "carry the grip" over his father's old territory.

UNITY SUPPLY CO., New York, incorporated to deal in confectionery, etc., with capital of $30,000. Directors: Thomas A. Fraher, Louis F. Stumpf and Louis P. Brown.

MODERN CANDY CO., Milwaukee, Wisconsin, incorporated to conduct a general confectionery business, with capital of $10,000, by Frank Heinl, Matthew G. Heinl, Jr., and John T. Barlow.

THE firm of John H. Dockman & Son., Baltimore, gave a dinner and reception to their employes Thursday, December 29. The floors of the factory were arranged for dancing and the walls handsomely decorated. The menu contained popular dishes. An orchestra of seven pieces kept the ladies and gentlemen stepping lively until morning. Joseph M. Smith was toastmaster, and he acted the part like a veteran. Speeches were made by John H. Dockman, Louis A. Dockman, G. W. G. Suter, Rodger H. Pippen and Edward J. Burns. Mr. Dockman, Sr., gave a description of the confectionery trade in Baltimore fifty years back. Presentation of various articles was made to old employes.

H. O. WILBUR & SONS, INC., the Philadelphia chocolate manufacturers, celebrated the thirty-eighth year of the company's existence by an annual sales conference, attended by the executives and the entire sales force, and the meeting was a great success in every way. December 28th and 29th were devoted to discussions in conference with Sales Manager John Glossinger, presiding. There were several inspiring talks, and the men unanimously adopted the slogan, "1922, our biggest year." There were lunches each day and an entertainment and dance Wednesday evening.

L. GOODRICH, who for eighteen years sold candy throughout Southern Michigan for A. E. Brooks & Co., Grand Rapids, has embarked in the wholesale confectionery business at 217 Portage street, Kalamazoo, Mich., under the firm name of Goodrich Candy Co.

THE Bay Cities Candy Co., Inc., L. P. Burnham, manager, has equipped a candy manufacturing plant at 3800 Piedmont Avenue, Oakland, Calif., to supply a string of their retail candy stores.

JAMES O'MALLEY, an experienced candy maker, has started in the wholesale and retail confectionery business, at 4305 Lorain Avenue, Cleveland, Ohio, under the name of O'Malley's Home-Made Candies. He was formerly with Gates Candies, Inc.

J. FRIEDMAN, the candy machinery man, of 30 Church street, New York, returned from a European business trip on December 28th, via Steamer Olympic, and is again hard at work.

J. HARVEY REX, formerly with the Diamond States Fibre Co., has been elected vice-president and sales manager of the John M. Driver Company, Philadelphia, specialists in paper products.

WILLIAM F. HEIDE of Henry Heide, Inc., New York, sailed on January 18th for a trip to the Orient.

WALTER C. CLARK is now covering Philadelphia and vicinity for the Rochester Candy Works, Rochester, N. Y.

GATES Candies, Incorporated, have renewed the lease of their store at Fifth Avenue and Market street, Pittsburg, Pa., at a price said to be the largest ever paid in that locality.

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OFFICERS and employes of the Brecht Candy Company, Denver, Colorado, held their fourth annual sales convention and banquet on Dec. 30, 1921, at the company's factory, Fourteenth and Wazee streets, and at the Metropole hotel. A. C. Baker, Secretary and Manager, and Sales Manager, C. M. Chaney, addressed the men on business topics.

THE Mary Heath Co. has been organized at St. Louis, Mo., as manufacturers of fruit flavors and confectionery and ice cream specialties. Dr. George N. Heath is president of the company, William H. Maas, Vice-President, and Mrs. Mary C. Heath, Secretary and Treasurer.

UNIONTOWN CANDY CO., Uniontown, Penna., incorporated by Harry Henshaw, John C. Smiley and Harry E. Crawford; capital, $10,000.

UNION CANDY CO., Elizabeth, New Jersey, incorporated under the laws of that state by Samuel Charles, Frank Cohn and Charles Kaufman; capital $2,000.

EL'LOUISE, Incorporated, Kittery, Maine, organized to conduct a manufacturing confectionery and cigar business, with capital stock of $10,000. President, Harry W. Foster; Treasurer, Geo. E. Burnham; Clerk, Elmer J. Burnham.

COSTELLO BROS., Inc., Pawtucket, Rhode Island, incorporated to deal in confectionery and tobacco, with capital stock of $500,000. The incorporators are: Bernard A., Joseph E., and James J. Costello.

MARKHAM-RYKERT, Inc., Buffalo, New York, incorporated to conduct a confectionery business, with capital of $20,000. The directors are: Joseph W. and Ellen H. Markham and Frank A. Rykert.

THE J. C. VANDER BIE CO, Inc., St. Paul, Minn., manufacturing ice cream, etc., incorporated, capital $100,000. Incorporators: Anna H. Vander Bie, Rose H. Hipp, Marguerite Vander Bie Dunn.

ANOTHER noted Chicago barroom will become history with this month, the owner of the Hotel Grant, northwest corner Dearborn and Madison streets, having leased the 13x40-foot store at 8 No. Dearborn, to Emanuel Lambert for the sale of candy and soda water. The lessors retain the right to cancel the lease in the event Congress permits the sale of beer and light wines.

THE NOBILITY CHOCOLATE COMPANY of Boston, Mass., has been incorporated under the laws of that state to manufacture chocolate, etc., with capital consisting of 1,000 shares of stock without par value.

BANNER CANDY MANUFACTURING CORP., Brooklyn, New York, incorporated under the laws of that state, with capital stock of $25,000. The directors are: Luca and Luigi Baccone and Harry Grunther.

SUMMIT SWEETS, Inc., of Union Hill, New Jersey, incorporated under the laws of that state, with capital stock of $50,000, by Irwin Rubenstein, Henriette Kurtz and Charles F. Echtenele.

THE CRYSTAL CANDY CO., Winston-Salem, North Carolina, recently purchased the Vanola Company and the Martin-Hill Candy Co., of that place, and have consolidated the three businesses.

THE Fleetwood Chocolate Co. has been organized at Reading, Pa., to manufacture chocolate and cocoa and a factory will shortly be erected at Fleetwood, Penna., near Reading. J. B. Leithiser is president of the company.

R. E. RODDA, the well-known candy manufacturer, has bought control of the Headley Chocolate Co., 608 Water street, Baltimore, Md. President of the company for the last six years and holding a minority interest, Mr. Rodda has purchased the stock owned by William C. Bidlack and G. Clayton Krone of Lancaster, Pa. By the transaction completed the Headley Chocolate Company of Baltimore and the Lancaster Chocolate and Caramel Company, which have been operated as a joint corporation, have been entirely separated. Coming to Baltimore six years ago from Lancaster, Messrs. Rodda, Bidlack and Krone purchased the Headley Company from local interests. The Company was not in a very flourishing condition at that time, but under the leadership of Mr. Rodda has greatly prospered.

THE F. A. MENNE Factory of the National Candy Company at Fourteenth Street and Broadway, Louisville, Ky., is completed as far as the building itself is concerned, but installation of equipment and machinery will delay the occupation of the structure until around March 1. The factory has four acres of floor space and will be one of the largest and most up-to-date candy manufacturing plants in the country. The new building will be substituted for the company's present factory at Wenzel and Main Streets. It is three times as large as the old structure.

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PERLEY CONFECTIONS, INC., 420 South Wabash Ave., Chicago, Ill., incorporated, capital, $50,000. Incorporators Walter L. Perley, Frank D. Eardner and J. K. Cady.

PEERLESS CONFECTION CO., Chicago, Ill., increased capital from $35,000 to $75,000.

PETER SISCO CO., 514 S. Loomis St., Chicago, Ill., confectionery, incorporated, capital, $150,000. Incorporators R. P. Perlman, D. P. Johnson and Peter Sisco.

THE ABEL VELVET ICE CREAM CO., Richmond, Ind. Candy and ice cream, incorporated, capital, $5,000. Incorporators C. J. Schuh, E. J. Leen and G. W. Abel.

THE CROWELL ICE CREAM CO., Waterloo, Iowa. Incorporated, capital, $300,000. Incorporators, Roger I. Crowell, D. I. Glasson and E. C. Glasson.

FRICK ICE CREAM CO., Corsicana, Tex. Increased capital from $15,000 to $40,000.

STEIN BROS., INC., Milwaukee, Wis. Confectionery, cigars, tobacco, etc. Incorporated, capital, $150,000. Incorporators: Nathan Stein, Ben Gill and Emil Hersh.

A NEW corporation is being organized at Reading, Penna., to take over the manufacturing business of the Short & Son Co., a partnership. It is reported that the new company will be amply financed and will do business under the name of Short & Son Corporation.

THE ARKANSAS ICE CREAM MANUFACTURER'S ASSOCIATION held its fourth annual convention at the Hotel Marion, Little Rock, January 10th and 11th. J. R. Jones of the National Ice Cream Company of Little Rock is president of the association; J. R. Bourlan of Fort Smith, Vice-President, and G. A. Meyer of Stuttgart, Secretary and Treasurer. There were a number of interesting papers on conditions in the industry.

THE stockholders of the Jenkins Candy Company held their annual meeting Jan. 7th, and plan to resume operations. The plant, which is located at the corner of Bridge and Birch streets, Chippewa Falls, Wis., has been idle for several months. It has all the equipment of a modern first class candy factory. The board of directors are Erick Myrman, Andrew Sands, Julius Loeser, L. A. Fletcher, A. P. Dipple, Olga Vincent and O. H. Larabee. The former officers were re-elected as follows: President, L. A. Fletcher; Vice-President, A. P. Dipple; Secretary-Treasurer, O. H. Larrabee.

THE annual meeting of stockholders of the Oxford Confectionery Company was held at the office of the company in Oxford, Pa., on January 14th, 1922. Due to the illness of the President, Christian Pflaum, Jr., John C. Brock, Treasurer, presided and read the report of business for the year 1921, which, considering adverse business conditions, was very gratifying. The outlook for 1922 is very good. Directors were elected as follows: Christian Pflaum, Jr., John C. Brock, John K. Thompson, G. M. Blauvelt, H. L. Shumway, H. U. Williams, W. D. Williams.

The Directors re-elected Christian Pflaum, Jr., President; John C. Brock was elected Vice-President, with authority to act as General Manager during the incapacitation of Mr. Pflaum; John K. Thompson was elected Treasurer and Asst. Secretary and G. M. Blauvelt was elected Secretary.

SIDNEY S. WORTSMAN, Secretary of the Southern Wholesale Confectioners' Association, has extended an invitation to the New Orleans (La.) Confectionery Jobbing Association to become affiliated with that body. F. X. Fitzpatrick is secretary of the New Orleans organization.

BARD & Margolies, Brooklyn, N. Y., on September 1st last offered to all their salesmen four prizes to those bringing in the largest sales for the remainder of the year on a specialty they are distributing. At the beginning the men were not enthusiastic, each thinking that he had no chance for the prize, but as the sales were tabulated, it stirred up a spirit amongst all the men, who began to realize that they had a show to become a winner. The end of the fight was the hottest, it finally bringing to Benj. Silverstein the first prize of $100.00

G. F. KELLY has resigned his position with the American Chicle Co., with whom he has been for 15 years to take up a position with the Metro Chocolate Co., Brooklyn, N. Y.

DAN GILLETT formerly of the Metro Chocolate Co., Brooklyn, N. Y., has joined the staff of Geo. H. Fritz & Sons, Newark, N. J.

THE Purity Candy Co., of Beaumont, Texas, has been incorporated under the laws of that state to manufacture confectionery, by E. J. Metzke, A. J. Metzke and G. J. Todd; capital, $2,000.

LEO Braatz will open a soft drink and confectionery business at Schofield, Wis.

ARTHUR Ohl, Williams Bay, Wis., confectionery, ice cream, etc., sold out to Mitchell and Spiegelhoff.

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ED. Birn, Birn & Wachenheim, New York, is in the middle west giving the glad-hand and New Year greetings to his friends enroute.

THEO. Lenchuer has purchased the business and equipment of the Suburban Candy Company, Inc., manufacturers of fine confectioneries, 2605 California Ave., N. S., Pittsburgh, Pa., and has moved the plant to 218 First Ave., Pittsburgh, Pa.

THE Wisconsin Association of Ice Cream Manufacturers held its seventh annual convention at the Hotel Pfister, Milwaukee, on January 17th and 18th, at which time business problems affecting the industry were discussed. Papers were read on "Ice Cream Standards" and "Package Ice Cream." President D. D. Smith, Fond du Lac, presided. Officers for the coming year were elected as follows: Charles Touton, Janesville, president; O. A. Elliott, Chippewa Falls, vice president; C. A. Carver, Oshkosh, secretary-treasurer; A. O. Sorge, Reedsburg, and J. R. Fess, La Crosse, directors.

THE Pitt Candy Company of 1931 Wylie Avenue, Pittsburgh, Penna., has been incorporated to conduct a confectionery business, with capital stock of $5,000, by Michael Wolfe and R. M. Shaffman.

HORACE L. Day Company, 4-6 White Street, New York City, importers of Souchard chocolate, are financing a company wihch will manufacture Souchard products in this country. It is reported that the factory will be located in greater New York.

THE nut and candy business at Elmira, New York, formerly controlled by George C. Browne, has been reorganized and in future will be conducted by the Pedigreed Products Corporation, of which company G. H. Stalker is president, George C. Browne vice-president and in charge of sales, and Clifford H. Calkins secretary-treasurer. Considerable new equipment is being installed.

THE Manufacturing Confectioners of Baltimore held their monthly meeting at "Kofler's," Thursday evening, January 18th, at 8 o'clock. Dinner was served. Election of officers resulted in the re-election of all the old officers, with the exception that William A. Goetze was elected vice-president, in place of A. C. Pracht, retired. Harry R. Jones presided; among those present were: E. H. Josselyn, Louis A. Dockman, James A. Clark, William H. Ponder, H. W. Loock, A. M. Dawson, William H. Everhart, B. J. Leidig, R. Melvin Goetze, William A. Goetze, Louis Birkmeyer, Henry Trauty, F. E. Foos, Frank G. Uhlenberg, A. C. Pracht, Wilhelm Heinz, John H. Bloome, G. Falter, Edward J. Burns.

THE well-known confectionery house of Rueckheim Brothers & Eckstein, Chicago, has changed its corporate name to The Cracker Jack Company, this being the name of their great specialty, but the company announces that the lines of other candies heretofore manufactured will be continued by the new company. At a recent meeting of the Board of Directors of the Company, all of the former officials were re-elected, and in addition Fred W. Rueckheim, Jr., Henry G. Eckstein, Jr., and Fred P. Warren were made vice presidents. This means the maintenance of the old policies and traditions of a well known business that was established in 1872, and now celebrating its Golden Anniversary.

THE Pioneer Ice Cream Co., of Sauk Center, Minn., has been incorporated by Henry P. Otte, Charles Bolig and Michael Wennig, with capital stock of $50,000.

THE C. S. Ball Candy Co., Dayton, O., applied last month to the Secretary of State to have its capital increased to $1,000,000. It is planned by the company to have one of the largest factories in the middle west. The company being reorganized, the number of directors being increased to nine. The officers are: C. S. Ball, President and General Manager; E. N. Ball (Mrs. C. S.), Vice-President and Assistant Manager; Julius V. Jones, Secretary; Clarence Keifer, Treasurer; Leo Meyers, General Sales Manager; Alexander Walker, Superintendent; Edward Wuichet, S. R. Jones and C. W. Hoffritz, directors. The president embarked in business with his father, S. E. Ball, and remained with him until 1903 when he launched out for himself. Messrs. Meyers and Walker have been identified with the factory for some time and have helped develop the business. Julius V. Jones is a well-known attorney and business man. Clarence Keifer is treasurer of the American Finance Company and director of the West Carrollton bank. Edward Wuichet is president of the Dayton Chamber of Commerce and holds important positions in eight or nine Dayton companies. S. Rufus Jones is general manager of the Mutual Home and Savings Association. C. W. Hoffritz is general manager of the American Finance Company.

THE L. A. Liebs Co., **Inc.,** Newark, N. J., has just issued a very unique and handsome printed booklet, and also a folder, copies of which can be had for the asking.

JOHN H. Dockman & Son, the Baltimore, Md., manufacturing confectioners, are planning to build a new five-story addition to their factory at No. 32 East Montgomery Street, in the rear of their present plant. The addition will greatly improve their factory facilities.

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THE Snows Candy Corporation is a new organization recently formed at Chicago, and the company secured by purchase the Reuter and Novelty plants of the old Continental Candy Co., with their entire equipment and stock, and will actively enter the confectionery field. The officers of the corporation are: Thomas H. Blodgett, president; M. T. Fisher, vice-president; J. Hoppenfeld, secretary, and Frank J. King, treasurer. The directors are: Thomas H. Blodgett, J. Hoppenfeld, George L. Burr, Charles H. Otis, Mercer P. Mosley and E. A. Potter. Mr. Blodgett is chairman of the Executive Committee.

APPLE Gum Co., incorporated under the laws of Delaware to manufacture and deal in chewing gum, with capital stock of $1,000,000. The incorporators are George W. Loft, Vernon C. Brown, Isaac H. Blanchard, Cornelius C. Billings and Joseph G. Kitchell.

ON January 17th the stockholders of the Utica Candy Co., Utica, New York, held their annual meeting and the following were elected as officers for the year: President, G. E. Keller; vice-president, Dr. Edward Shotthafer; secretary and treasurer, J. W. Shotthafer. The officers and E. W. Stradling are the directors.

WALTER C. Caldwell, Jr., assistant sales manager at the National Candy Co.'s Chicago plant, is now sales manager at the Peckham Factory of the same company at St. Louis, where he succeeds Frank H. Peckham, retired. F. C. Lane succeeds Mr. Caldwell at Chicago.

LANDRIN & Company recently incorporated at Chicago, Ill., to manufacture and deal in confectionery, etc., with capital stock of $25,000, by E. R. Tierdebohl, F. J. Houlihan and Frank Michels.

THE Ohio Confectioners' Club held its regular meeting at the Chittenden Hotel, Columbus, Ohio, on January 12th and 13th, with a good attendance of members present. Counsellor H. B. Fuller, of the N. C. A., was the special speaker and talked on the new tax law.

NATIONAL Confectionery Company, Pittsburgh, Penna., incorporated under Pennsylvania laws to manufacture confectionery, soda, ice cream, etc., by Max, Aaron, Joseph, Solomon and H. M. Silberman.

FRANK A. Hoops, for many years connected with the New England Confectionery Company, Boston, Mass., recently resigned from that company, and will shortly start for California.

E. F. GIFFS, for many years with the sales force of the Samoset Chocolate Co., Boston, is now with the Alpine Chocolate Co., of that city, as sales manager, while Fred Wheeler, late with the F. H. Dow Co., will cover Rhode Island and Connecticut for the Alpine Company.

NEWELL H. Hargrave has been elected as manager of the Dolly Varden Chocolate Co., Cincinnati, Ohio, succeeding Charles Eisen, who resigned and retired from the company after many years of active service.

WILLIAM S. Cox, president of the Cox Confectionery Co., recently succeeded Wm. H. Cole as general manager of the F. H. Roberts Co., Boston, manufacturing confectioners. Mr. Cox will also continue as president of the candy company bearing his name.

THE Elko Chocolate Company has been incorporated at Pittsburgh, Penna., under the laws of that state to manufacture and deal in cocoa and chocolate, confectionery, etc.

WM. T. BRIERLY, road representative for many years for the American Caramel Co., will now cover Baltimore, Washington and vicinity, instead of Western Pennsylvania and Maryland.

THE Her-Bro. Chocolate Co. has been incorporated under the laws of Pennsylvania to do business at Harrisburg, with capital stock of $500,000. The company will manufacture chocolate and cocoa. The incorporators are: Roy Z. Hershey, Jacob N. Hershey and Isaac Hershey.

THE Virginia Dare Candy Co., Baltimore, gave a dinner at "Rector's," January 23rd, to their salesman, "Abe" Friedman, son of Joseph Friedman, President of the N. C. S. A. About 35 persons were on hand to extend their farewell and to wish Abe good luck. Mr. Friedman, after being connected with the Virginia Dare Company 8 years is to take the road. Speeches were made by Messrs. Frank Clifford, Partlett, McAllister and Miss Virginia Tayman. Edward J. Burns in an address referred to Mr. Friedman's father as "Sunshine Joe" and as a guiding spirit for the young man. The dinner was thoroughly enjoyed and an orchestra added its charms to the occasion.

C. O. COSGROVE, formerly with the Walter M. Lowney Co., is now Sales Manager for F. M. Hoyt & Co., Amesbury, Mass.

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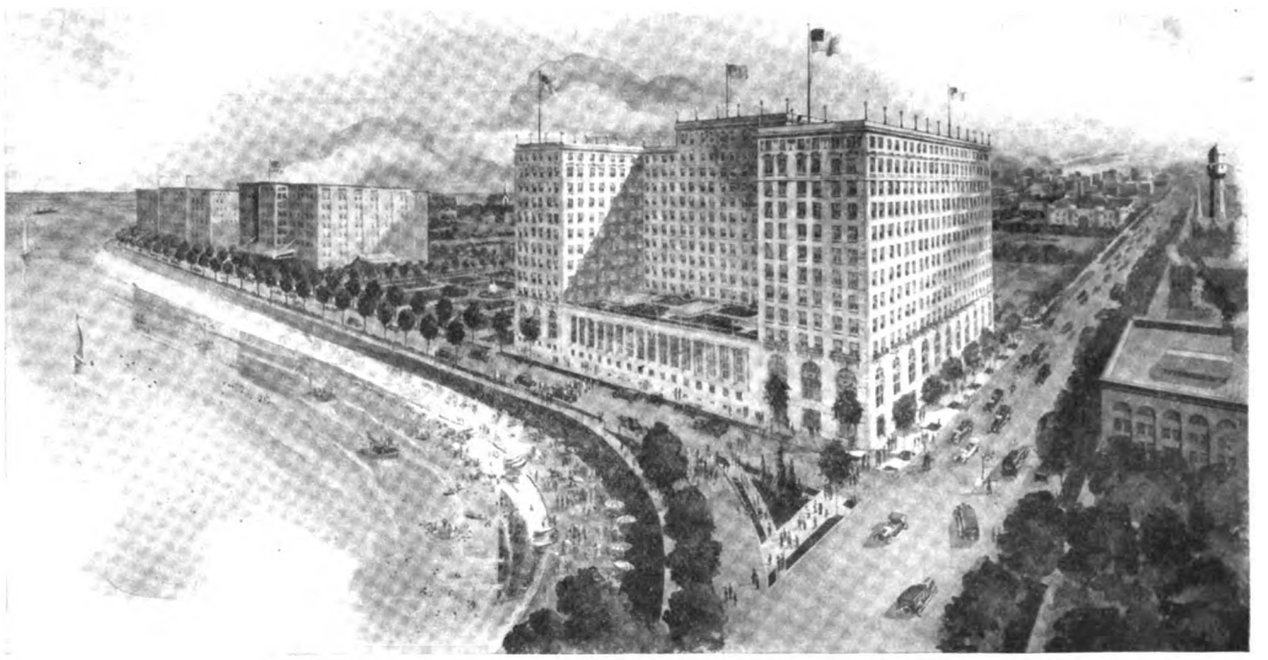
Coming N. C. A. Convention

AS PREVIOUSLY announced the 39th Annual Convention of the N. C. A. will be held in Chicago during the week of May 22nd. The first Session will be held on Wednesday, May 24th. Conferences will be held on Monday the 22nd and on Tuesday the 23rd. Details have not been completed, but will be announced at an early date.

There are many attractions in and around the hotel. The Lincoln Park Golf Links are within a half mile, and there are four Tennis Courts provided for the use of guests and an indoor Golf Driving Course. Atlantic City Roller Chairs with a runway of 4 miles from Lincoln Park to the Municipal Pier are also provided by the Hotel.

The traffic secretary is to see the various passenger associations looking toward the securing of a fare and a half rate for round trips. Particulars will be published later.

The approaching Convention will be the most important in the history of the organization, and without any doubt the most enjoyable, so that the engaging of accommodations at the hotel should not be delayed one minute. A tip to a wise man is sufficient.



The Hotel Drake, which has been selected as the Convention Headquarters, is Chicago's newest and most wonderful hotel. It is located within a few blocks of the downtown theatre and shopping districts and is easily accessible to all the railroad stations and any part of the Loop.

The hotel rates for the Convention will be as follows: Single Rooms, with bath, 1 person, $5.00, $6.00, $7.00 and $8.00 per day, depending on location of room. Small Double Rooms, containing double beds, with bath, 2 persons, $6.00 and $7.00 per day. Large Double Rooms, containing 2 single beds, with bath, 2 persons, $8.00, $10.00, $12.00 and $14.00 per day, depending on location of room.

Dining service is entirely a la carte with the exception of a Table d'Hote Luncheon at 75 cents per cover, and dinner at $1.50 per cover served in the Italian Restaurant, and a Table d'Hote Dinner at $2.50 per cover, served in the Main Dining Room overlooking the lake.

Annual Convention A. R. C.

THE Associated Retail Confectioners of the United States will convene at the Hotel Drake, Chicago, May 22, 23, 24. Special hotel and railroad rates have been arranged for and will be announced in our next issue. Address all inquiries to W. D. Blatner, 139 N. Clark St., Chicago, Ill.

Meeting Western Confectioners Association

WESTERN Confectioners Association met in Annual Convention at the Hotel Coronado, San Diego, Cal., the week of January 16th. Much good was accomplished through discussion and change of views, and the affair as a whole was satisfactory to all. The members, their wives, daughters and guests were provided with a special entertainment prior to the business sessions, which brought everybody together in a spirit of good fellowship and enjoyment.

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ANSWERS TO CORRESPONDENTS

SPECIAL NOTICE

THIS department was established and is continued for the sole purpose of helping our subscribers in overcoming difficulties in manufacturing through suggestions and advice prepared by our technical editor and printed, as a rule, in the next ensuing issue following inquiries. We cannot supply information by letter nor are we prepared to furnish new formulas, a feature for which this department is not conducted.

This explanation is made because we occasionally receive letters from readers asking for complete formulas as well as prompt individual responses, and whom we are obliged to disappoint much as we regret doing so.

CHOCOLATES

J. W. M.: You failed to mention in your letter what kind of centers you are making. You say after two or three weeks they ferment and break through. That shows that your formula must be wrong. Your formula which you mentioned in your letter is too high cooked for centers cast in starch and too low a cook for hand rolled creams. Chocolates fermenting in three weeks has never been brought to our knowledge. You can add a little glycerine to your batch, but you have to cook the sugar at least to two hundred and fortytwo degrees. Why not cast all your centers in starch. You can make a good cream with thirty pounds of corn syrup, to a hundred pounds of sugar. Cook it two hundred and thirty-eight degrees.

COCOANUT BRITTLE

S. C. C.: We will give two formulas for what is called "English Cocoanut Brittle," try them both, we are sure that they will satisfy you. No. 1. Open four cocoanuts, peel anl cut into thin slices. Now place into a copper pan seven pounds of sugar, three pounds of corn syrup, water enough to dissolve, set on the fire and stir until the sugar is dissolved; cook to the crack; add four ounces of butter and the nuts; cook until the nuts color to a light brown; pour out on greased marble as thin as possible and cut into sheets of any size you like. No. 2 Start the same size batch as indicated above, but add one pint of New Orleans molasses, when the batch is nearly done, finish the same

We will add another formula which may be of benefit to you, but the finish is quite different. Place into a copper pan four pounds of C. sugar, four pounds of corn syrup, four ounces of butter, one quart molasses, one quart water, set on the fire and cook to two hundred and eighty degrees, add all thin sliced cocoanuts you can, on the fire again, and stir until brown, turn out into coarse sieve, shape into tin rings with fork. This brittle is much sold in good retail stores at a good price.

NEW ENGLAND PEANUT TAFFY

Place into a copper pan seven pounds of sugar, three pounds of corn syrup, two ounces cocoa butter, one pint water. Cook to two hundred and ninety degrees, set kettle on barrel, add four ounces of butter and three pounds roasted, shelled peanuts, stir good, pour on greased slab, let set just one second, then at once pour over the batch one and a half ounce of soda, then fold the batch up and keep folding over and over again, so as to mix the soda, and as it gets colder the nuts scatter evenly through the batch; when nearly cold, cut off a piece at a time, and run the rolling pin over it thin as possible, continue this till batch is all rolled out. You will notice after making this that one piece has as many nuts in as another, and also has a good color.

CREAM FONDANT

L. B. G. The word "fondant," a French word, means melting, it therefore explains itself, that cream must be of such quality that it will be as smooth as butter and melt in your mouth. But alas! many candy makers do not know up to this day how good cream is made, and when they do, how to properly handle the cream for the many varieties of bon bons and chocolates, which form many of the most important articles of the time, while the consumption of dragees of any kind is rapidly decreasing, due to the fact, that many American candy eaters do not like hard candies but prefer soft and mellow bonbons and cream chocolates, also marshmallows. This was entirely different sixty years ago, when stick candy, sourballs and a few other candies were the main products.

The writer can remember the time when cream fondant was unknown in this country amongst candy makers. Cream fondant was first made in the city of Paris, in the fifties of the last century by a German, "Konditor," and the method was kept a secret for several years, when others tried

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their hands at making it and then it made its tour around the world, but owing to the outbreak of the civil war its general introduction and use was suspended for the time being. From that time up to this day both the quantity and quality has increased from year to year, until its output is enormous.

At first the cream was made only in small batches, seldom larger than twenty-five or thirty pounds, it was cooked low and doctored with cream of tartar; cooled until ice cold, often left on the slab until next morning and then turned up. Everybody can imagine what trouble and hard labor it was to turn an ice cold bath sometimes an hour, yet often one hour and a half till the batch formed a lump. To mash the same was nearly as troublesome, in order to turn it into a butter-like smooth mass. After this operation was performed, then came the most important part of the work. The starch was made ready in the trays and with a single mold the impressions had to be made as exact as possible.

While this operation was going on, nobody was allowed to cross the room, and if they did so, he had to do it on tip-toe, for fear that some of the impressions would fall. Then came the melting of the cream, which was done with the utmost precaution and testing. It was then colored and flavored and was run into the impressions by means of large paper tubes. Everybody can imagine what tedious labor the whole operation was, until the tin funnel droppers came into use. From that time on the manufacture of cream bonbons increased considerably in quantity and all the cream goods brought a high price. Next to this line came the cholocate pralines, the center being a small cream ball, coated with chocolate with a dipping fork. More and more the cream developed, dipping cream was invented for all sorts of bonbons, fancy figures, flowers, heads of all sorts, fruits, in fact every imaginable article was manufactured for some years, but these have died out and nothing is left today from all those things but dipped bonbons and cream chocolates, also plain crystallized bonbons. In these two lines our confectioners have created the best that good taste could accomplish. Following are a number of formulas for different kinds of cream, which may be of value to the readers of CONFECTIONERS JOURNAL:

DIPPING CREAM

Dipping cream requires more attention than any other cream, for the reason that it is the so called jacket of all the fine bonbons, and every little spot will show on the goods and will destroy the appearance of the whole bonbon This cream should never be used in large quantity at any one time, as it sets quickly and it would therefore be necessary to re-heat it often, while a smaller quantity can be worked up rapidly and will furnish a better gloss.

Place into a copper pan thirty pounds of best white A sugar, add four quarts of water, set on bright fire and stir until the sugar is dissolved, add one large teaspoonful of white acetic acid. wash down the sides of the pan carefully, cover with a clean wooden lid and let boil for about five minutes, remove the cover, place the thermometer into the batch, and cook to two hundred and forty-two degrees, pour on perfectly clean, wet marble, sprinkle about a half pint of cold water over the top and let cool. The marble should be large enough so that the batch can be poured out as thin as possible, without banking upon the sides of the marble. Now when the batch is cold, two persons should start to work the sugar with steel spatula from two sides, so that the sugar is turned over and over and will finally set into a hard lump. Quickly scrape off the spatula, also the marble slab, mash the scraps with the hands and push the lump underneath the batch. Cover the batch with a white, heavy, damp bag and let lie for about thirty-five minutes, in which time the cream will become mellow enough to be kneaded into a smooth, soft mass; put away in large crocks with cover. When making a larger quantity, wet the machine as directed for the marble, sprinkle over a seventy-five pound batch about one quart of cold water, and when the batch is cold, start the machine, scrape off the arms or spatulas once in awhile until the batch is turned. Throw the whole batch into a clean wooden tub, cover well with a damp cloth, then cover with a round wooden cover, which fits inside of the tub. After fifteen or twenty minutes one person may stand on the wooden cover and stamp down the cream. Repeat this two or three times, when the cream will be smooth and mellow.

When using dipping cream, do not melt more than five or six pounds at a time in a farina boiler until just hot enough, and when too thick, add two or three teaspoonfuls of cold water, and do not stir more than absolutely necessary in order to obtain a nice gloss on the goods.

RUNNING CREAM FOR CRYSTALLIZED CREAM BON-BONS AND WAFERS

Place into a copper pan fifty pounds of white sugar, six quarts of water, set on the fire and stir until the sugar is dissolved, cook to two hundred and thirty-four degrees, then add thirteen pounds of corn syrup and cook to two hundred and thirty-eight or forty degrees, according to your thermometer. Pour on wet marble, sprinkle a little cold water over the top, let cool and turn as usual. From this cream all kinds of bonbons can be run into starch, as well as all kinds of wafers, which are to be crystallized.

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CREAM FOR HAND ROLLED CHOCOLATE DROPS

Fifty pounds of sugar, six quarts of water cooked to two hundred and forty degrees, add twelve pounds of corn syrup, cook to two hundred and forty-four degrees, cool and finish like other cream. Another: Place into a copper pan thirty-seven pounds and a half of sugar, two pounds and a half of corn syrup, five quarts of water, set on good fire and cook as fast as possible to two hundred and thirty-eight degrees, warm in another pan fifteen pounds of corn syrup, pour both batches together, pour on wet marble, turn in fifteen minutes.

Fifteen pounds of sugar, two pounds of corn syrup, little water, five pounds of caramel paste, cook to two hundred and thirty-six degrees. Pour out, cool and finish as other.

Place into a copper pan twenty pounds of sugar, four pounds of corn syrup, two quarts of cream, little water, set on fire and cook to two hundred and thirty-four degrees, add six ounces of glycerine, cook and stir to two hundred and thirty-eight degrees, pour on wet marble, cool and finish as others.

FRENCH CREAM

Place into a copper pan thirty-six pounds of sugar, four quarts water, two ounces and a half of acetic acid No. 36. Set the pan on the fire and stir until the sugar is dissolved, wash down the sides of the pan, and cook to two hundred and forty-four degrees, pour on wet marble, let cool, then while working the batch with the spatula, pour over the batch the whites of twenty-four eggs, beaten very stiff, when the eggs are worked in well, pour over it eight ounces glycerine, put away, cover well with cloth. This cream is for extra fine hand work, such as cream balls, crescents, small bars, etc., in vanilla, lemon and orange, of the pure fruit, no extracts.

LOG CABIN CREAM

Place into a copper pan fifteen pounds of sugar, two pounds of corn syrup, one pound of caramel paste, one gallon of cream, stir and cook to two hundred and forty-two degrees; set off, add one pound of butter, stir it in well, then stir the batch until it gets cloudy, sprinkle slab with starch, and pour two-thirds of batch on one end of slab, color balance red and add two ounces of chocolate, stir in well and pour it on the other end of the slab; let set twenty minutes, then take the red piece, flatten out, then place the large piece in the red, and fold it up, then roll out and pull out into club shape, cut twelve inches long, lay pieces on starch, when cold cut them on angle. This piece can be highly improved, when the rolls are dipped or brushed with thick gum and rolled in chopped roasted peanuts, chopped almonds, or a mixture of both and chopped pistachio nuts.

CREAM CHOCOLATE CENTERS

Cook by steam or on fire one hundred pounds of sugar, fifteen pounds of corn syrup, eleven quarts of water to two hundred and forty-four degrees, add eight ounces of gelatine dissolved in one quart of water, cook to two hundred and forty-one degees, pour on wet marble or into machine. When cool and while beating add ten pounds of prepared cream and eight ounces of glycerine.

CREAM FOR OPERA BARS

Place into a copper pan twelve pounds of sugar, one and a half teaspoonful of cream of tartar, one gallon of cream, added gradually while stirring and cooking to two hundred and forty-two degrees, pour on wet marble, add vanilla and when cool, cream up, cover and allow to sweat for one hour, then knead until smooth, place into pans, lined with wax paper, pat down even, turn out and allow to set, when stiff enough, cut into oblong pieces, three inches by one inch. Dip into thin chocolate coating, sprinkle a little red sugar on one end of the bar, while the chocolate is soft.

PINEAPPLE CREAM CHOCOLATES

Twenty pounds crystal A sugar, two pounds corn syrup, five pints water; cook two hundred and fifty degrees. One pineapple, one teaspoonful tartaric acid, ten pounds chocolate coating. First peel and grate one pineapple, then put twenty pounds of crystal A sugar into a copper kettle, add two pounds of corn syrup and five pints of water, mix well and cook to two hundred and fifty degrees, pour on a cool and damp slab, leave until partly cool, then add the grated pineapple and turn the batch to a cream, let mellow, knead well, place in a steam bath and add one teaspoonful of powdered tartaric acid, stir until thin, then drop in impressions in starch and leave until cold. Remove from the starch and dust well. Now have ten pounds of chocolate coating melted in a steam bath, turn the chocolate out on a slab, which is slightly warm in the center, leave the chocolate on the warm part of the slab. Scrape one pound of the chocolate to the cool part of the slab and work until it is almost cool, then cover the creams with the chocolate and drop on glazed paper and set in a cool place until hard, then pack.

VANILLA CRISP KISSES

Ten pounds crystal A sugar, one teaspoonful cream of tartar, three pints of water; cook three hundred thirty-five degrees. Half teaspoonful vanilline crystal. Put ten pounds crystal A sugar into a copper kettle, add one teaspoonful cream of tartar and three pints water. Set the kettle on the fire and stir until the sugar is melted, then cook to three hundred thirty-five degrees. Pour on an oiled slab and leave until it cools a little, then fold the batch together and add a half teaspoonful vanilline crystal. Pull over the hook until quite light and spongy, then form in

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a round mass on a warm table in front of a batch warmer. Now pull out in sticks as thick as your thumb and cut on a butter cup cutter and lay on a cool slab until cool, then pack in tin cans.

CHOCOLATE DIPPING

G. L. F. L.: We are not surprised to learn from your letter that you have trouble in dipping chocolate goods with regular coating chocolate. Chocolate for dipping purposes must be thinned down with fat to the proper consistency, when you expect to obtain good results. You failed to mention in your letter for what purpose you intend to use the chocolate. You must bear in mind, that it depends entirely not only on the price at which you may sell your goods, but also on the size of the piece. A large piece, such as penny goods, requires a thinner chocolate than does a small piece in order to allow the chocolate to run smooth. For medium priced chocolate and chocolate liquor, use half and half, thinned down with hard fat at the rate of one pound of fat to ten pounds of the mixed preparation. This may answer your purpose; although you may also select one of the chocolate thinners, which you will find advertised in the Journal. For some articles which are very sweet it is more advisable to employ the pure bitter chocolate liquor, especially for cocoanut creams and several other pieces. A small trial lot will soon show you how to handle the dipping chocolate with success. In conclusion let us say that this thinned chocolate can stand a little more heat than can the regular coating.

SPONGE TAFFY

J. C.: We suppose you neither cook nor pull your batch enough, and as you did not mention in your letter how you make your taffy, it is difficult for us to discover your fault, so we have to give you our own formulas, and hope that you will have better success. We give you two good recipes. Select the one you like the best, although we strongly doubt that you will turn out the real goods without proper rollers. No. 1 is made as follows: Place into a copper pan nine pounds of corn syrup, seven pounds of sugar, two ounces and a half of harmless wax substitute and two of hard fat, one pint and a half of water, set on the fire and stir till the sugar is dissolved, add six ounces of butter, wash down the sides of the pan and cook to two hundred and eighty-five degrees, pour on greased marble, fold in the edges, as it cools, and when cool enough to handle, pull well on the hook, and while you are pulling, have your assistant pour gradually on the batch half a pint of condensed milk. This will reduce the batch somewhat, flavor vanilla, and run through taffy roller, about one and three-quarters of an inch long, and three-eighths of an inch in thickness. When cold, break apart. They are then ready for coating. No. 2 is quite different, is more tedious to make, and requires some experience. First of all have a tin pipe made, about two feet long and one inch in diameter, grease it well, and lay it aside. Make a batch as follows: Place into a copper pan ten pounds of yellow sugar, six pounds of corn syrup, or one teaspoonful of cream of tartar, twelve ounces of butter, three ounces of hard fat, one pint and a half of cream, one and a half pints of water, set the pan on the fire and stir till the sugar is dissolved, wash down the sides of the pan, and cook to two hundred and eighty-five to ninety degrees, just according to your instrument, as the different instruments vary a little. Pour the batch on to greased marble, fold in the edges as it cools, and when cool enough to handle, pull on the hook. When well pulled, place the batch in front of the batch warmer, flatten it down a trifle shorter than the tin pipe and wrap it around the pipe, moving or turning the pipe a little to prevent it from sticking to the batch. Now close one end of the batch, pull out the pipe, and close this end quickly, blowing air in the sugar pipe before closing this end. Now carefully pull out the batch about three or four feet long, then let both ends meet, stretch out again, and lay half of the length over the other half, always being careful that the air does not escape, or else all the work will be spoiled. Repeat this operation at least three or four times, that means, one time let both ends meet, next time lay one half over the other, then stretch out and run through rollers, or else stretch out and mark with marking tools, and when cold break apart. When breaking one piece, you will notice that the inside looks like noodles, which are arranged in such a manner, that one layer runs across the candy piece, while another layer runs in the opposite direction. It is very tedious work, but when properly made as directed, it is one of the best selling chocolate coated candies.

DIPPING COCOANUT CREAM BARS

W. G. P.: When your cocoanut cream bars turn gray or spotted, it is because you are heating your bitter chocolate too much, or your bars may be too cold, therefore, before starting to dip place the bars in a tray in a moderate warm room for about an hour. Keep your bitter chocolate just lukewarm, and stir it up once in a while, and when it is too thick, thin down a little with hard fat to the proper consistency, dip the bars, and immediately place them in a cold room. When you buy a good quality of bitter chocolate from a reliable house, you should not have any more trouble, because bitter chocolate does not require quite as much care as regular coating does. Do not neglect to stir the bitter chocolate once in awhile, for when it stands undisturbed for some time, you will notice a greasy substance on top of the chocolate, which will then get streaky when cold.

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MOLASSES COCOANUT BARS

N. C. H.: The only thing we can recommend you to do is to cook the batch lower in cold weather, like everything else. If you had mentioned in your letter how you make the bars, we might then be better able to tell you what is wrong. Your sample is hard as a rock, so we will give you a formula which tastes good, is quickly made out of desiccated cocoanuts, but you can also make them with fresh cocoanut. No. 1.: Place into a copper pan three quarts of New Orleans molasses, three pounds of corn syrup, boil for a few minutes, then add enough shredded desiccated cocoanuts to make a rather stiff batch, pour out on greased, flour dusted marble, spread out between iron bars, and with a greased rolling pin roll out the required thickness. Let cool, then cut on cutter, using plenty of granulated sugar, in order to prevent the batch from sticking to the knife. No. 2, from fresh cocoanuts. Place into a shallow good size copper pan, fifteen pounds of molasses, five pounds of corn syrup, set on the fire and cook to the thread, add about twenty-five grated cocoanuts, and stir and cook on low fire to a good ball, or else spread a little on a cold marble. You can see in a second if the batch is stiff enough. Spread and roll out, and when cold, cut any size you like. You may also cut like caramels and roll in granulated sugar.

The Origin of Ice Cream

IN answer to an inquiry concerning the inventor of ice cream a newspaper authority prints the following statement:

"It has been supposed that Dolly Madison made the first ice cream, but Thyra Samter Winslow, an Englishwoman, who has made a long and careful study of the subject, declares that Dolly Madison was merely the first person in America to serve it. This was at a White House reception during the administration of President Madison. The guests liked the cream so well that they asked how it was made, and from that beginning a vast business has grown up.

"According to a creamery expert the American people eat close to 300,000,000 gallons of ice cream in a year. It is stated that the first ice cream was made by a London confectioner named Gunton. His method of freezing was crude and uncertain. It remained for Nancy Johnson, the wife of an American naval officer, to invent the ice cream freezer."

Supplementing the foregoing we may add that before her marriage to Representative Madison, Dolly (or Dorothea), was a young widow, of Virginia birth, who lived with her mother at the northeast corner of Fourth and Walnut streets, in Philadelphia, a few doors from the present office of the CONFECTIONERS JOURNAL. They were impoverished and kept boarders. There is an old tradition that the first ice cream was made "on south Fourth street," which tends to prove that the charming future mistress of the White House prepared it in the old residence at that location, which is still in existence.

Suggestions Well Worth Heeding

IN a long review of the business conditions of the retail trade generally, Mr. A. E. Dodd, of the United States Chamber of Commerce, in *The Nation's Business,* comments on the trials and tribulations, the delinquencies and virtues of retail dealers, and he takes occasion to offer three suggestions as follows:

1. Keep better informed on trade conditions by better use of trade papers.
2. Get in closer touch with markets.
3. Join with neighboring merchants—even rivals—in trade conferences.

Let us consider these from the standpoint of the candy jobber. Take No. 3 first. In the leading cities the candy jobbers have their trade associations—which is good. The question arises, however, whether they make the most out of them. Real, earnest and vital questions are before every business of every kind, which are exceedingly difficult to solve, but which are helpful to every one to be discussed, even though no solution is forthcoming. If you are a member of an association cannot you make this more vtial to you and your associates? Can you not think up some nuts which need cracking, lay them before the meetings and let them be hammered at by the ideas of all the members in open discussions?

No. 2 would seem to be taken care of, because the jobbers as a rule keep in close touch with the markets through various agencies. Consider No. 1. From every leader of business thought, in every line of business, and every section, comes the urgent appeal to keep posted on business conditions. Because they are changing and changing rapidly. Knowledge of these changes is absolutely essential to the proper conduct of business.

Let me say, without fear of contradiction, that the best source of business knowledge today is the trade papers. Without the trade papers business would be chaos. The first aim and object of every reputable trade paper is to be useful to its readers. That is its very foundation stone. And from all sources it gathers the things which will be of real help to them. Every issue of every trade paper of worth contains facts and ideas and suggestions that are worth the year's subscription.

And yet, consider the business men. Some do not take any, some do not even open them. Some read carelessly. Some—and they are the successful men—read them with care, extract the gems, the wheat, the gold, incorporate them in their business, to their great advantage and profit.

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Recipes for Confectioners

THAL-DAL, AN ARABIAN CONFECTION

The sale of Thal-dal is very important. The Arabian confectioners lay in a large stock of apricots, which they reduce into pulp during the season, and dessicate the same without the addition of sugar, and then preserve them so in loaves. Below we will give the proportions of the substances which are used in the composition of this Arabian confection.

Stoned apricots one pound, powdered sugar half a pound, rice powder four ounces, sweet almonds two ounces, the kernels of the apricots, a little essence of musk or any other flavor, if so desired. After the apricots have been stoned, they are mashed and passed through a sieve; put this pulp into a small pan, then incorporate the powdered rice, after that the powdered sugar. Now add to the apricot pulp, the sweet almonds and the kernels of the apricots, both finely chopped. Now place the pan on moderate fire, and boil the contents, stirring constantly with a spatula, like for boiling jam, till the paste is sufficiently thickened. Flavor with one or two drops of essence of musk or any other flavor according to the taste of the customers. When the paste is so cooked, that means solid enough like for fruit paste, it is poured into tin molds, which are previously oiled and then sprinkled inside with powdered sugar, in order to remove the paste easily from the mold, after it has become cold. This paste is then cut into small bars and rolled in powdered sugar, and is then ready for sale.

BONBONS WITH ELDER FLOWERS AND MILK

Besides being delicious these bonbons possess the advantage of having calming properties. Pour into a saucepan about one-third of a quart water to which add one ounce fresh elder flowers. Set the pan on moderate fire and reduce the liquid one-third, strain through a fine colander and use this liquid to wet thirty-five ounces of sugar, add ten ounces of honey and one ounce of milk powder, dissolved in a small cupful of water. Set the pan on moderate fire and stir constantly with a spatula to the crack; pour on oiled marble and between oiled iron bars. Before the sugar is completely cooled off, mark off deeply with a caramel cutter, or with a large knife, so that they can easily be divided when cold into small squares, which are then wrapped in wax paper.

RUSSIAN CARAMELS

Place into a small copper pan one pound of powdered sugar, set the pan on a moderate fire, stirring with a spatula, in order to melt the sugar without any water. As soon as the sugar has taken a light blonde tint, remove the pan from the fire, incorporate first about four ounces of good honey, then add six ounces of corn syrup. Now place the pan on the fire and stir with the spatula until the whole boils up again. Add one pound of double cream and one vanilla bean, split in half. Care must be taken to stir continuously with the spatula until the batch begins to rise, when the pan should be withdrawn and put back again, when the sugar has assumed its normal state. When the batch has been stirred and cooked to stiff ball, it is taken from the fire, the vanilla bean removed, and the caramel is poured on greased marble, between iron bars, the thickness of any other caramels. Let the caramel cool off entirely, when it is cut as usual. If desired, the quantity of honey may be increased a little. This is a fine caramel for the retail trade, and it is for this reason that we thought it best to publish a small batch, which can be increased considerably, although it is not advisable to make the batch too large, as it may easily get too dark.

ALMOND PASTE FOR FINE BONBONS

Blanche four pounds of sweet almonds, and pass them through rollers, or else pound and grind them in a stone mortar, adding very little water, in order to prevent them getting oily. When finely ground, place them into a copper pan. Now cook nine pounds of sugar to the crock. Pour it over the almonds, and with a spatula mix it well with the almonds. Pour the whole on a marble, and let cool, then pass the paste several times through rollers, adding one pound and a half to two pounds of French cream, which will make the paste more manageable and supple. Flavor coffee, chocolate, vanilla, lemon and orange.

PISTACHIO ALMOND PASTE

Operate as for the preceding formula, substituting for one half of the almonds with blanched pistachio nuts, and a few bitter almonds, then color a very delicate green. As these pastes are generally made in advance, they are kept in a cool place, wrapped in a damp cloth, and at the time of making use of the paste, it is best to run it through the rollers again in order to make them more manageable. From these pastes one can form a great variety of exquisite bonbons, be it in molds, which are made for this purpose, or by hand in the shape of fruits, etc.

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WORKING SUPERINTENDENT wanted in small factory. City of 50,000 in Southeast Pennsylvania. All around man for good line of penny goods, etc. Good opportunity for right man. State experience and salary desired. Address J 8, care Confectioners Journal. 565

WANTED—MAN CAPABLE OF OPerating 5 enrobers, handle help and make own repairs. References and salary desired. Philadelphia, Pa., house. Address H 8, care Confectioners Journal. 565

LOZENGE MAKER—FOR NEW York City. Good position for man who can cut quality goods by machine; write full qualifications, age and salary expected. Address F 8, care Confectioners Journal. 565

WANTED—A FIRST-CLASS CANDY maker with wide experience in both hard and soft candies, especially chocolates of all kinds. State age and salary required. Interest in business if preferred. Address Valley Candy Co., Woodstock, Va. 565, 63

WANTED — CANDY MAKER FOR fudge and cocoanut work. State experience, references and wages expected, in letter. National Candy Company, Buffalo, N. Y. 565, 42

WORKING FOREMAN WANTED TO start small manufacturing plant of high-grade, hand-dipped chocolates, bulk and package goods, in the vicinity of New York City. Only first-class man need answer. Address G 4, care Confectioners Journal. 565

WANTED—SUPERINTENDENT FOR factory in New York. Experienced in making general line of candy. Must be practical and know how to handle help. State experience and salary desired. Applications will be treated strictly confidential. Address F 4, care Confectioners Journal. 565

A SPLENDID OPPORTUNITY FOR a man as a working foreman with an old established Philadelphia firm starting an up-to-date candy plant, manufacturing high-grade chocolates, bar goods, bonbons, etc. Applicant must be familiar with modern machinery and understand the handling of help. Address, stating experience, reference and salary expected, E 4, care Confectioners Journal. 565

CANDY MAKER FOR SMALL FACtory. Experienced in all branches. Must be able to originate new goods. Good chance for live-wire. Must be able to furnish best references. Candy Products Mfg. Company, Springfield, Mass. 565, 4

WANTED—WORKING FOREMAN in Greater New York factory, experienced in the general line of manufacturing confectionery. Must be able to handle help and get out production. State age, experience and salary expected. Address A 2, care Confectioners Journal. 565

WANTED — EXPERIENCED ALLaround candy maker for small factory in central Pennsylvania. Submit references and state wages expected. Address B 4, care Confectioners Journal. 565

Help Wanted—Male

WANTED—EXPERIENCED CANDY maker to take charge of cream department. Address L 6, care Confectioners Journal. 565

Salesmen Wanted

SALESMEN WANTED—RELIABLE salesmen calling on high-class jobbers in Eastern, Northern, New England, Middle West and Southern States, to sell on commission a penny package of chewing gum tablets and other gum specialties. Big sellers and repeaters. State territory. Address E 8, care Confectioners Journal. 565

WANTED — SALESMAN TRAVELing New England, also Southern States, to carry few good specialties jobbing trade. Address C 6, care Confectioners Journal. 565

COATING SALESMAN WANTED— Large and long-established chocolate house (with branch sales offices in New York, Boston and Chicago) making goods of highest quality wants a thoroughly experienced salesman for coatings, liquors and cocoa powders. Must know how to demonstrate samples to manufacturing confectioners and win their confidence. An excellent opening for a real salesman who likes hard work. Address B 6, care Confectioners Journal. 565

SALESMEN—TO CARRY OUR LINE of penny confectionery novelties as side line. 10 per cent commission. State territory covered. Address K 4, care Confectioners Journal. 565

SALESMAN ACQUAINTED WITH buyers and who can obtain orders for sales and order books, can make favorable commission arrangements with leading Chicago concern in this line. Chicago Sales Book Company, 337 W. Madison St., Chicago. 565tf, 43

WANTED — SALESMAN TO SELL large, established line of bars, bulk and packages chocolates, in Illinois, Iowa, Minnesota, Dakotas. At once. Address M 4, Care Confectioners Journal. 565

WANTED — BY LARGE MANUFACturers of general line, including penny goods, a salesman to sell to jobbers in Ohio, Michigan and Indiana. To sell on commission. No objection to non-conflicting lines. Address, giving full particulars, H 4, Care Confectioners Journal. 565

SALESMAN WANTED TO CARRY line of big selling penny specialties through state of Pennsylvania, except Philadelphia, on 5 per cent commission. Privilege to carry small non-conflicting line, if desired. State age, if married and past experience. Salesman also desired on the above basis for Ohio, Indiana and Michigan. Address A 4, Confectioners Journal. 565

WANTED SALESMAN TO HANDLE our line of package and bulk chocolates on commission in central states. To call on jobber and retail trade. Address F 2, care Confectioners Journal. 565

WANTED SALESMAN FOR 1c AND 5c specialty candies that mean repeat business. Hesse Bros., 1546 Winder St., Detroit, Mich. 565, 11

Salesmen Wanted

WANTED — HIGH-GRADE CHOCOlate salesman who knows the package and bulk game thoroughly and well acquainted with jobbing trade throughout the country is open for a proposition from a first-class house for exclusive representation. No objection to doing missionary work for introductory business. Address R 2, care Confectioners Journal. 565

WANTED — COMMISSION SALESman calling on candy jobbers in New England to sell a high-grade marshmallow. State age and experience. Address D 2, care Confectioners Journal. 565

WANTED—SALESMEN FOR HIGH grade penny novelties. Address G 6, care Confectioners Journal. 565

WANTED—EXPERIENCED CANDY Salesmen to sell our line on commission basis to Jobbers in Pennsylvania, Ohio and West Virginia. We manufacture quality penny and five cent pieces, specializing on Suckers. Do not answer unless you are thoroughly interested. Give two references, including one reliable firm for whom you are now selling, as we will investigate each reply. Cheer Candy Company, 755 Rebecca Avenue, Wilkinsburg, Pittsburgh, Pa. 565, 69

SALESMEN WHO ARE ACCUStomed to calling on the manufacturing confectioners both large and small to carry a line of Marshmallows. Commission basis. State territory. Address B 8, care Confectioners Journal. 565

SALESMEN TO CALL ON THE chain grocers, department store and syndicate trade with a tremendous repeater. Commission basis. Address C 8, care Confectioners Journal. 565

WANTED—EXPERIENCED SALESmen, acquainted in Drug and Confectionery Jobbing Trade to handle an extensively advertised product in your respective state. Drawing—commission. Baker Yeast Chocolate Co., 173 E. 87th St., N. Y. 565, 75

WANTED—EXPERIENCED SALESman to carry an A1 line of ice cream cones for States of Pennsylvania and New York. Address M 8, care Confectioners Journal. 565

Situations Wanted—Male

ATTENTION, MR. RETAILER—CAN you use a thorough and dependable manager?—One who can handle your fountain, tearoom, factory, candy department, window trimming, buying and advertising to perfection. If so, address E 6, care Confectioners Journal 565

SUPERINTENDENT — POSITION wanted; practical in manufacturing, organization and plant management. Similarly employed at present. Replies treated confidential. Address L 4, care Confectioners Journal. 565

CANDY MAKER THOROUGHLY experienced on chocolate cruters, counter goods and Easter novelties, desires position with high-class retail firm. Apartment 15, 1500 Stevens Ave., Minneapolis, Minn. 565, 41

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5 CENTS A WORD **BLACK TYPE 10 CENTS** **PAYABLE IN ADVANCE** **MINIMUM CHARGE $1.00**

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Situations Wanted—Male

FACTORY MANAGER OR GENERAL Superintendent, with twenty-one years' experience in all lines of high-grade candy manufacture and plant management, capable of handling any amount of help and can guarantee results at a minimum cost. Can furnish best of reference. Address O 4, care of Confectioners Journal. 565

SUPERINTENDENT WHO HAS twenty years practical experience manufacturing chocolate coatings, bars and moulded chocolate work, chocolates of every description, creams, bon bons, marshmallows, jellies, caramels, nougatines, hard candy, 5 and 10c specialties, and high-grade package goods; understands modern equipment and appliance, cost and production, can produce both quality and quantity, is open for engagement. Address N 4, care Confectioners Journal. 565

SALESMAN—N. ALEXANDER, until recently connected with N. Alexander & Co., Brooklyn, is open for good line to sell jobbers of metropolitan territory New York. Address 408 East Fourth St., Brooklyn, N. Y. 565, 38

SITUATION WANTED BY A1 candy maker. Handle a full line of highest quality; handle help; figure costs, and get results. Chocolates my specialty, hand rolled and cast. Dip ice cream any shape. Address F. E. Bowen, 209 W. North St., Danville, Ill. 565, 27

JOURNEYMAN CANDY MAKER with 23 years' experience in all branches of the candy industry will be open for engagement by March 1st. Would like to hear from good, reliable firm. Address O 2, care Confectioners Journal. 565

A FIRST-CLASS MAN ON MARSHmallows, cream, gum, jellies, caramels and crystalizing, with 15 years' experience, desires to make a change. Address H 2, care Confectioners Journal. 565

WANTED—POSITION AS SUPERintendent or working foreman. Practical, first-class, all-around candy maker and enrober man. Middle west preferred. Address G 2, care Confectioners Journal. 565

WANTED—POSITION AS WORKing foreman in modern factory, 18 years' experience in largest houses making special penny goods of fresh cocoanut, peanut bars of different kinds, caramels, nougat, etc. Would prefer position in New York City. Address B 2, care Confectioners Journal. 565

EXPERT PAN MAN DESIRES position with reputable concern; intuitively inventive, he is extremely alert to novel methods of production, new creation in product, for which he is capable to give beforehand. He produced in said department, 5,000,000 pounds candy yearly. Salary or piece-work basis considered. Address H 6, care Confectioners Journal. 565

YOUNG MAN, AGE 33, WITH successful career in manufacturing a general line of confections in quality, quantity and variety, thoroughly acquainted with machinery, able to systematize, train help and originate; desires to make change. Best of references. Address J 6, care Confectioners Journal. 565

Situations Wanted—Male

POSITION WANTED—BY EXPERIenced chocolate maker, can **take charge, knows from bean** up; also moulding and enrober. Address O 6, care Confectioners Journal. 565

CANDY MAKER, WITH SMALL capital, wishes to invest, together with services, in good sound retail business. I am an all-around man of long experience with best of references as to ability and character. Address A 8, care Confectioners Journal. 565

CANDY MAKER, ALL-AROUND, high-class, retail man, wishes position, with a reliable house. Long experience, best of references. H. Pearson, 574 Atlantic Ave., Brooklyn, N. Y. 565, 79

CANDY MAKER—A1 ALL-AROUND man, wishes first-class retail job. Address C. S., 209 8th Street, Parkersburg, W. Va. 565, 80

WANTED POSITION—MARRIED man, **all around candy maker,** take charge small wholesale or retail, or both, as working foreman, cook candy anywhere, **30 years' experience,** fine line. **Fred Sprague, Preston, Idaho.** 565, 70

WANTED—SITUATION BY FIRSTclass candy maker, 25 years' experience, both wholesale and retail. Address K 6, care Confectioners Journal. 565

Specialties Wanted

JOBBER WHO IS GOING IN THE brokerage business as a side line would like to hear from first-class manufacturers on all kinds of candy, Easter eggs, etc. Winter & Gerlach, 6118 Media St., W. Phila. 565, 15

ACE-HIGH SALESMAN WITH CULtivated, established jobbing trade, West Virginia, Maryland, Delaware, Virginia and Washington, D. C., wants good line penny chocolates, penny repeaters and nickel sellers, commission basis. Address J 2, care Confectioners Journal. 554, 10 M

ACTIVE SALESMAN, WELL KNOWN to wholesale jobbing trade, wants strong line penny chocolates, penny repeaters, nickel sellers and pail goods for Philadelphia, Baltimore and Washington. Strictly 5 per cent commission basis. Address K 2, care Confectioners Journal. 564-5-6

SALESMAN—OLD-TIMER, WITH 20 years' experience among the New York confectionery trade, wants specialties in penny and 5c goods on commission basis for New York, Long Island and part of New Jersey. Address L 2, care Confectioners Journal. 564-5-6

WANTED—FIRST-CLASS PENNY and 5c and 10c lines; also high-class package and bulk goods and specialties on commission basis for Ohio, Pennsylvania, New York, Maryland, West Virginia and Virginia. Address J 4, care Confectioners Journal. 565

SALESMAN, PRODUCER, VERY well known with New York and nearby jobbers, desires a good, reliable candy line. Address P 4, care Confectioners Journal. 565

Specialties Wanted

WANTED—CANDY SPECIALTIES to sell the wholesale candy, grocery trade in Michigan, Ohio and Indiana on commission. Address J. H. M., 196 Oak St., Columbus, Ohio. 565, 55

SALESMAN, EXPERIENCED, wishes first-class line of penny goods, nickel sellers or box goods for jobbing trade in Connecticut, New Jersey, New York states. E. Booth, 71 James St., Ossining, N. Y. 565, 59

WANTED—GOOD SPECIALTIES for jobbing confectioners, New England and New York State.—Get busy. C. E. Anderson, 200 W. 118th St., New York City. 565-6, 83

OLD LINE SALESMAN CALLING on the jobbing trade regularly, West Virginia, Maryland, Virgina and Washington, D. C. Wants good line penny chocolates, pail goods and nickel sellers, regular five per cent. commission basis. Address M 6, care Confectioners Journal. 565, 12 M

MANUFACTURERS, ATTENTION—Well-known to the manufacturers and jobbers. Want strong line penny goods, bars, pail goods, and manufacturing materials, for this trade territory. Nelson & Sigrud, Sioux Falls, S. Dak. 565, 76

Machinery for Sale

FOR SALE—ONE IDEAL CARAMEL Wrapping Machine which will wrap caramel 3/4 in. square with range of thickness of 3/8 in. to 3/4 in. Machine is in excellent condition; equipped with necessary tools and extra parts, including three sets cutting knives. Also equipped with feed and packing table. Price of new machine of this type from manufacturer is $3,500. We offer this machine at net cash price of $1,700. Address D 8, care Confectioners Journal. 565

FOR SALE—ONE MODEL K KISS Wrapping Machine, A1 condition. Royal Candy Co., Milwaukee. 565-6-7, 85

FOR SALE FROM THE CONTINENtal Candy Co. Plant: 1 new Bausmann refiner with kettles, for coating; 1 new Bausmann reducer with refiner, for liquors; 1 new Greer cooling table; 1 new Savage beater; 1 second-hand coating machine with Kihlgren attachment; 1 second-hand lozenge machine; 1 second-hand nougat equipment; 1 second-hand kiss wrapping machine, model "K"; 1 second-hand Springfield triple mill; copper kettles, mixing kettles, etc. Special Machine Company, 39 Cortlandt St., New York City. 565, 60

FOR SALE—CHOCOLATE MACHINery. Triple-mill, eight-pot, longitudinal cocoa press, melanguer, cracker and fanner, bean cleaner, roaster, melting kettles, 2 refiners (are 3 stove and one 4 stove), 2-ton carbonic ice machine and coils. Will sell all or separate at bargain prices. Arriba Chocolate Co., 132 North Los Angeles St., Los Angeles, Calif. 565, 56

FOR SALE—ONE MILLS LUMP OR kiss cutter with sizing attachment, cheap. Box 337, Parkersburg, W. Va. 565, 30

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Machinery for Sale

FOR SALE—1 No. 200 BURKHARD vacuum pan, melting kettle and pump complete; 1 38-inch smooth revolving pan; 1 5-foot wood stick candy batch roller; 1 No. 200 Mills power drop machine; 3 pairs brass rollers for same; 1 50-gallon tilting Burkhard steam kettle; 1 caramel sizer. All in A-1 condition. Address R 4, care Confectioners Journal. 565

FOR SALE—MILLS POWER DROP frame and rolls, Burkhard jap mixed, sizers, Mills tilting copper mixer, buttercup cutting machine, hard candy ball machine, Rockwell lozenge mixer, cooling and heating tables, crystalizing outfit, starch trays, 10, 15, 100 H. P. steam engine, 15-ton ice machine. D. Auerbach & Sons, 11th Ave., 46-47th St., New York City. 565, 53

FOR SALE—FIVE GAS FURNACES, 1 alternating blower, $200, complete; 1 Werner ball machine without blower, $350; 1 No. 1 Abbe sugar mill, brand new, $100; 1 Beach-Russ vacuum pump, double action, cost $600, will sell for $250; 1 National wrapping machine, brand new, with D. C. motor 110, $250; empty glassin bags, plain and printed bags, carmel cartons, open faced, printed. Address A 6, care Confectioners Journal. 565

FOR SALE—1 GREER CHOCOLATE cooler and conveyor, 1 Champion basket chocolate dipping machine, 1 chocolate coating machine, 1 Mills automatic ball machine, seamless; 1 Racine depositor, 1 Racine automatic sucker machine, 1 3x8 water-cooled steel slab, 1 starch printer machine, 1 30-gallon copper steam jacket kettle. John P. Annen, 366 W. Oak St., Chicago. 565, 47

FOR SALE—RACINE AUTOMATIC ball machine, starch buck, starch printer, marshmallow beater, chocolate dipper, continuous nougate cutter, sucker machine electric motor, sucker machine belt and pulley, Thomas Mills' shear motion caramel cutter, Ball cream beater, 2 Collum coolers, 6 improved air appliance gas furnaces; also other sundry machinery for sale. Address M 2, care Confectioners Journal. 565

FOR SALE—A NATIONAL EQUIPment Co.'s chocolate almond bar depositor with nut hopper attachment; nearly new; one-third price of new machine. Three Savage marshmallow beaters, 2 peanut butter grinders. Tarbell Mfg. Co., 229 W. Illinois St., Chicago, Ill. 565, 10

ICE CREAM CONE MACHINERY for sale at 25 per cent on the dollar. I. Nasher, 49 Clarke St., Malden, Mass. 565-6-7, 6

FOR SALE—TURNBULL CRISPette machine, A. C. motor attached; No. 1 Creasey power ice breaker. Inquire W. J. Couse, Asbury Park, New Jersey. 565, 2

FOR SALE—CHEWING GUM Wrapping Machines, Package Mchry. Co's. make; also Clough & Witt Rolling Machines, Cutting Machines, Mixing Kettles, Tilting Type. Address L 8, care Confectioners Journal. 565

Machinery Wanted

WANTED—SIMPLEX VACUUM cooker and Brach cutter. State lowest cash price, age and condition of machine, also motor current. Address G 8, care Confectioners Journal. 565

WANTED—SIMPLEX VACUUM GAS cooker and Brach cutter. State lowest cash price, age and condition of machine, also motor current. Address D 6, care Confectioners Journal. 565

WANTED—300-POUND CHOCOLATE mixing kettle. Crisp Packing Co., Petersburg, Va. 565, 39

WANTED—MACHINE FOR FORMing butter scotch in various sizes, approximately as follows: 2 1-4 in. x 5 1-4 x 1-4 in. thick and 1 in. x 2 1-2 in. x 3-16 in. thick. Also for making waffles, 1 in. square by 1-4 in. thick. Address C 4, care Confectioners Journal. 565

WANTED—BARREL TYPE MARSHmallow beater, also hollow chocolate Easter moulds. Address P 2, care Confectioners Journal. 565

WANTED—TAFFY KISS CUTTING and wrapping or wrapping machine; must be A-1. State lowest price. Address Harry Thomas, 1514 S. Sharkey St., Muncie, Ind. 565, 3

WANTED—SIMPLEX STARCH Buck, must be in A1 condition and price reasonable. Address N 6, care Confectioners Journal. 565, 6

For Sale

SEVENTY-FIVE THOUSAND DOLlar Chewing Gum Plant. Complete up-to-date equipment, with capacity of 3,500 boxes daily. For sale, or will consolidate with Candy Manufacturer, or consider active man as partner. Address K 8, care Confectioners Journal. 565

FOR SALE—CONFECTIONERY, Lunchette, Ice Cream Parlor, Cigars; doing good business; other business demands attention. Must act at once. For further information write or wire, Lekas Sugar Bowl, Joplin, Mo. 565-6, 86

FOR SALE—FIRST-CLASS CANDY, ice cream, tea-room shop. Best location, next movie house; own manufacturing plant. Must be seen to be appreciated. Will sacrifice same for $12,000, owing to illness. Also smaller one, $2,500. Betty Paine, 125 N. 7th St., Newark, N. J. 565, 44

FOR SALE—A GOING CANDY property embracing high-grade machinery and tools of a full-line, modern candy manufacturing plant with a proved record for substantial earnings on large volume production. An unusual opportunity for any candy or food manufacturer or general investor who is anxious to enter the Chicago territory under most advantageous conditions. Favorable leases covering 150,000 square feet. Machinery, tools and equipment worth about $250,000; can produce a monthly average of 850,000 pounds of miscellaneous inexpensive candy. For price and particulars, address R. G. G., Box 663, University Club, Chicago. 565, 57

For Sale

FOR SALE—OLD ESTABLISHED retail candy business. One of the best retail candy businesses in the United States; 27 years established, with the best reputation in the city and an international and national mail order business. Reason for selling, owner wishes to retire and go abroad. The best proposition in the whole country for a real live-wire that knows how to run a strictly high-grade candy business. A cash proposition. Address D 4, care Confectioners Journal. 565

FOR SALE—FULLY EQUIPPED, modern candy factory. Investment $55,000 and well-established trade. Located in best southern city with population of 75,000. Good reason for selling. Address N 2, care Confectioners Journal. 565

FOR SALE—CONFECTIONERY AND ice cream manufacturing business, wholesale and retail; good location, good lease, doing good business. Can be bought with jobbing business if desired. Best of reasons for selling. This is a snap for the right man. Address W. D. McCormick, 159 S. 5th St., Lehighton, Pa. 565, 14

FOR SALE—WHOLESALE CANDY business in central New York. Address C 2, care Confectioners Journal. 565

ICE CREAM CONE PLANT FOR sale. Doing $200,000 yearly business. Will sell good-will and all cheap. L. Kalis, 58 Bicknell St., Dorchester, Mass. 565-6-7, 7

FOR SALE—A FULL EQUIPPED modern candy factory and three candy stores equipped of the finest modern type, **candy only.** The old time hand rolled creams at the popular price 70c; also 115 distributing stations in and out the city. City population 500,000; this proposition is the making of a chain store proposition, and will stand a thorough investigation; will invoice $40,000. Ill health reason for selling my business. Address F 6, care Confectioners Journal. 565

Agents Wanted

REPRESENTATIVES WANTED for New England States, to carry good repeating lines of 5-cent bars and Easter Eggs. Colonial Confectionery Corporation, Howard and Norris Sts., Philadelphia. 565, 91

REFER TO ADVERTISEMENT ON page 86. We want representation on this and other fast-selling specialties in the following territories: New York City, Philadelphia, Baltimore, Washington. Some Southern and Western States still open. If you have a real following let us hear from you. Address E 2, care Confectioners Journal. 565

Business Chances

WANTED A GOOD MAN OR CANDY salesman to take half interest in a **pan work** factory. Owner has 20 years' experience on jordan almonds and hard candies. Big field with small investment. Address Washington Pastry Co., 1343 Stockton St., San Francisco, Calif. 565-6, 29

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BRILLIANCY IN CANDY COLORS

YOU may use colors that in hue belong with your flavorings. Yet if those colors lack brilliancy, they will fall short of their full purpose—they will not give maximum attractiveness and saleability to your products.

For it is brilliancy in food colors that gives the appetizing appearance of freshness to candy and confectionery.

Throughout the candy industry, "National" Color Blends are known for their exceptional brilliancy. And with this brilliancy is combined a naturalness of shade that gives emphasis to flavor.

Strength and uniformity are other outstanding qualities of "National" Color Blends. Strength means economy in use. Uniformity makes possible unvarying results.

"National" Color Blends, like the primary colors themselves, are fully certified under government regulations. Each lot of "National" food colors is certified to the United States Department of Agriculture, Bureau of Chemistry. Every package that is sold carries the government lot number, and is sealed at the factory.

All "National" Certified Food Colors are easily identified. They are always put up in standard blue, red, and white tins.

We gladly place at your disposal, without obligation, the technical service afforded by our laboratories. Our food color experts are constantly solving difficult color problems that are submitted to them by users of "National" Colors.



Sealed at the factory

Certified to Bureau of Chemistry; Dept. of Agriculture.

"National" Blends (certified)

most popular in the Candy and Confectionery Trade

Ceylene	Raspberry Red
Rubaline	Currant Red
Sulta	Strawberry Red
Sitro	Lemon
Burno	Red Orange
Toki	Yellow Orange
Rosea	Rose Pink
Carnata	Carnation Pink
Benga	Fruit Red
Solona	Dark Yellow
Borderine	American Beauty
Myrtine	Pistachio Green
Celetine	Blue
Plumna	Plum

Leading supply houses and jobbers sell "National" Certified Food Colors —insist on getting them.

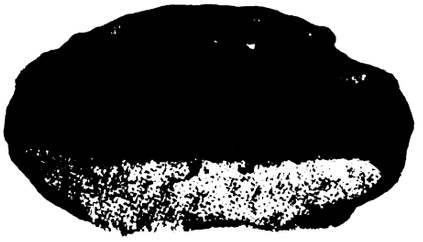
Certified Food Color Division

National Aniline & Chemical Company, Inc.

21 Burling Slip, New York

NATIONAL COLORS

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Something New—Colonial Brand Egg Delight—Big Seller

Retails at 5c

Delicious eating piece of goods. Made of one-half chocolate; one-half coconut cream and dipped in superfine coconut chocolate.

Send for Sample or trial case.

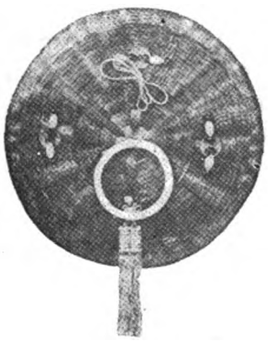
(24 eggs to box—40 boxes to case.)



Colonial Confectionery Corporation

Howard & Norris Sts.

Phila., Pa.



Chinese Baskets

in nests of 5, trimmed with silk tassels, coins, beads and glass rings.

These baskets are wonderful sellers with the candy trade.

Send for Price List

Cole Toy & Trading Co.

324 S. Hill Street

Los Angeles California

SILVER DRAGEES

PRICE LIST

Case Lot prices (100 Boxes to Case).

Boules	000.	@ $2.60	per box
"	00.	" 2.50	" "
"	0.	" 2.40	" "
"	1.	" 2.00	" "
"	2b-up to 7.	" 1.40	" "
Grains	de Ble	" 2.00	" "
"	de Riz	" 2.00	" "
"	D'Avoines	" 1.40	" "
"	D'Lentils	" 1.40	" "
Amandies	Natural	" 2.00	" "
All	other sizes	" 1.40	" "

Shipments of 5 Cases we allow 20c off each box from above prices.

FRENCH DRAGEE & SPECIALTY CO.

201 West 13th Street, New York City.

Tel., Watkins, 339.

THESE ARE THE MOULDS

you need for your

EASTER BUSINESS

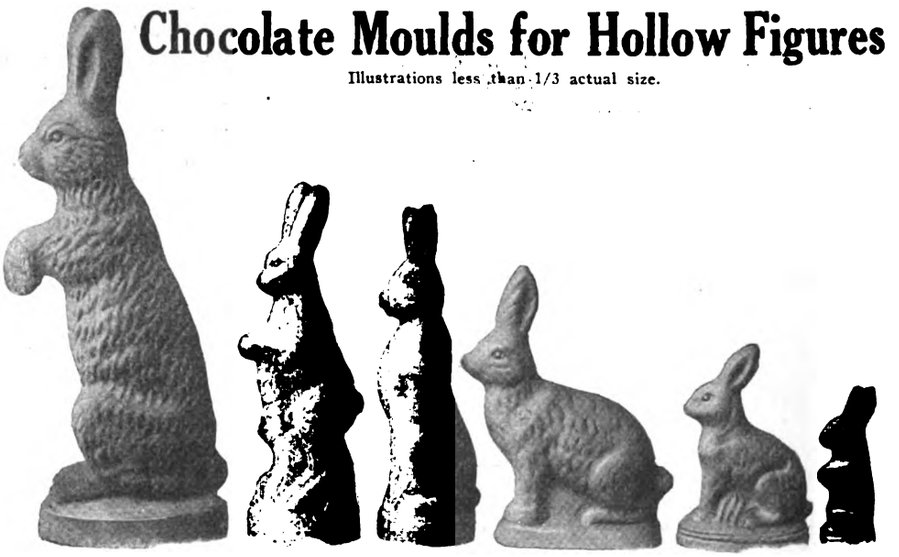
Simplest to mould from—Quickly attached—Halves interchangeable, with Flat Flanges—Strong Holding Clips—Moulds of Steel, double retinned; with smooth, bright finish, allowing Chocolate to release quickly with less breakage.

Send a trial order—Our Moulds are Guaranteed.

If your Jobber does not handle our Moulds, order direct from us.

Chocolate Moulds for Hollow Figures

Illustrations less than 1/3 actual size.



No. 66—10 oz.	No. 25—4 oz.	No. 22—4 oz.	No. 33—5 oz.	No. 11—2 oz.	No. 333—35 to 1 lb.
9½ in. high	6½ in. high	6 in. high	5 in. high	3¾ in. high	6 in. frame
2.00	$1.25	$1.00	$1.25	$0.75	$1.00

Weights given are for solids. Hollows would be ½ or less.

Also Moulds for Plain and Fancy Eggs, Bars, Cakes and Novelties. Special Moulds made of your own Designs.

BEN-MOORE MANUFACTURING COMPANY

Factory—220 Essex St., Brooklyn, N. Y.

New York Office—140 Nassau St.

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MISREPRESENTED goods may be worth all you charge for them, but they will not give satisfaction.

UNLESS you take care of your health, what pleasure can you get out of business success, or how can you enjoy the money you make?

WHEN you treat a man badly—in the store or elsewhere—you lose the patronage of that man and of his friends.

ACTION is important, and we admire the man who is strong on action, provided he is not at the same time weak on brains.

HAVE you ever caught yourself thinking, "I know how to run my business. Why should I bother to read trade papers?" Do you then never make any mistakes any more?



Starch and Grain Sugar Moulds

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Starch Mould Patterns

Large variety of latest cut of fruit and nut cream bars, one and half ounce to two ounces. Chocolate Centers, French Creams and Butter Creams and patterns of all kinds of Jelly Work.

J. FRAUENBERGER & CO.
4909 N. Fairhill Street PHILADELPHIA



No. 18767/10—PALM PLANT

natural prepared, everlasting, 48 inches high with 10 leaves, $3.00 each with pot, $2.50 without pot.

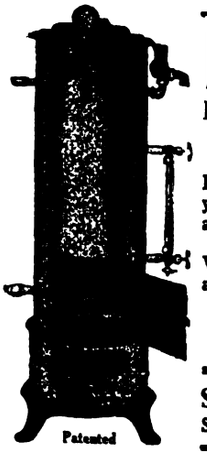
Write for my SPRING CATALOGUE No. 18—with illustrations in colors of Artificial Flowers, Plants, Trees, etc., MAILED FREE FOR THE ASKING.

FRANK NETSCHERT
61 BARCLAY ST. NEW YORK, N. Y.

ICE CREAM MOULDS

Manufactured by

FR. KRAUSS' SON
333 W. 18th Street New York City



IDEAL FLUELESS TUBELESS COILLESS BOILERS

No burned-out boilers. For all purposes required by candy makers.

Four sizes up to 5 Horse Power. Burn Gas and Kerosene. Just right for your kettles, enrobers, coaters, boiling and heating.

Gas controller keeps heat just right. Water Governor makes boiler full automatic.

No Ashes. No Dust.
No Attention Required.

Write today for prices. Territory commission salesmen wanted.

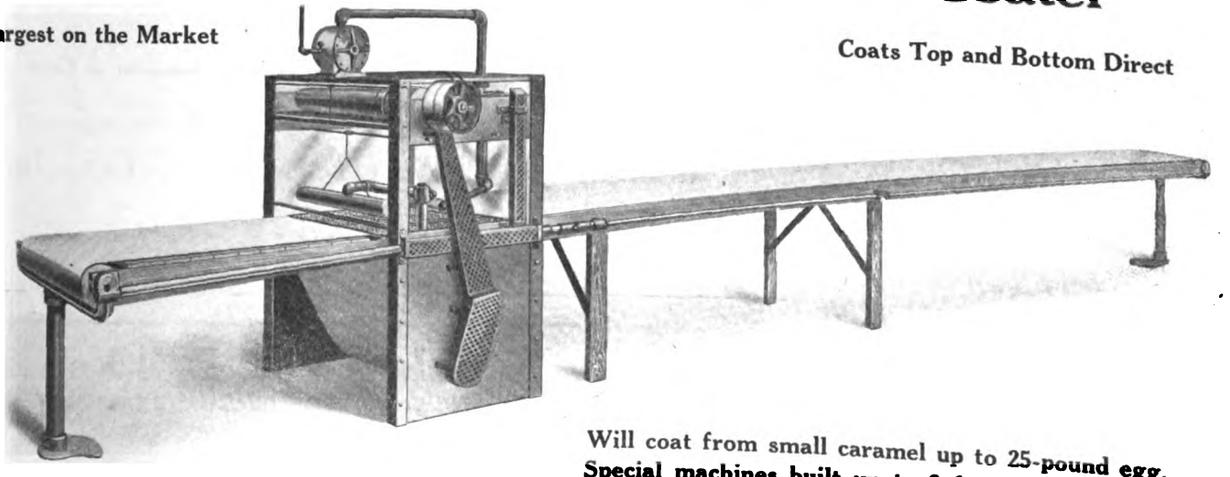
SYRACUSE STEAM GENERATOR CO.
South Ave. and Grant Place SYRACUSE, N. Y.

HERE IT IS!

Wm. Fritz's Patented Chocolate Coater

Largest on the Market

Coats Top and Bottom Direct



Will coat from small caramel up to 25-pound egg.
Special machines built up to 3 feet feeding space

Now in operation in some of the leading factories.
Very simple to operate—experience not necessary.

This machine is also suitable for coating ice cream blocks and sandwiches.
Price one-half of similar machines.

WM. FRITZ

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We also furnish special editions in moderate quantities from unusual exclusive designs.

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LITHOGRAPHY 709 ARCH ST., PHILA., PA.

NOTE BOOK.

G. A. Krueger, confectionery, 1425 Market street, La Crosse, Wis., sold out to Zieman Bros.

W. M. Vaughan opened a confectionery and cigar business at Mason, Wis.

Newell Hargrave bought an interest in the Dolly Varden Chocolate Co., Cincinnati, Ohio, and becomes secretary and treasurer of the company.

The Val Blatz Jr., Candy Co., Milwaukee, Wis., increased capital from $50,000 to $150,000.

Arthur Seefeldt and Leslie Wetzel will open a candy and tobacco business at Plymouth, Wis.

J. B. Sumner opened a confectionery and ice cream business at Ann Arbor, Mich.

Alvin Guth succeeds to the confectionery business of Yasger Bros., Waupun, Wis.

Peter Pipiles succeeds his nephew, George Peppos, in the New England Candy Kitchen, South Main St., South Norwalk, Conn.

Karithracas & Baggakas have opened another of Sweetland Confectionery stores at 816 Penn Ave., Reading, Penn. They do a wholesale and retail business.

The Iron Mountain Candy Kitchen, Iron Mountain, Michigan, has been entirely redecorated and refurnished and shows a beautiful effect. Chris Anegon is proprietor.

Louis S. Scheipers recently opened his very handsome confectionery store at the corner of Franklin and Essex streets, Lawrence.

5c



"Every Taste a Pleasant Thought"

YOU REMEMBER ME

A Peanut and Cocoanut Blend made in the good old Virginia way from our Special Formula

24 Pkgs. to Carton *40 Cartons to a Case*

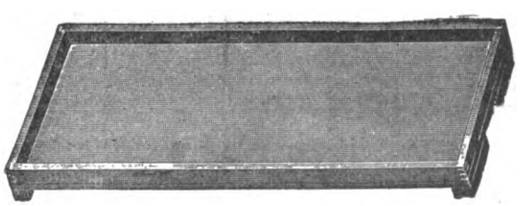
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WESTMORELAND CANDY CO., Inc.

Manufacturers

RICHMOND, VA., U. S. A.

Look! Starch Boards



Why not buy your Starch Boards from Us, who manufacture them by the thousands? All sizes, any style. Write us for prices and testimonials of our many satisfied customers.

ACME BOX COMPANY

22d and Loomis Sts. Chicago, I

Double-Triple Ball Vendor

NEW, NOVEL PREMIUM FEATURES



Legitimate Everywhere

Sells more gum in a day than the ordinary ball gum machine sells in a month.

Write for our Circular containing full particulars.

BALL GUM

All Flavors and Colors

Special Prices to Jobbers and Operators

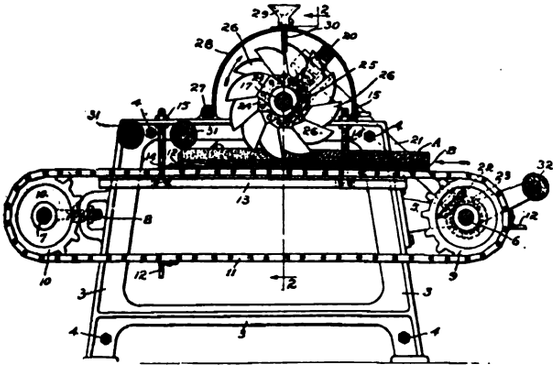
WALTER GUM COMPANY

21-23 Dodworth St., BROOKLYN, N.Y., Branch: 5148 Haverford Ave., PHILADELPHIA, PA.

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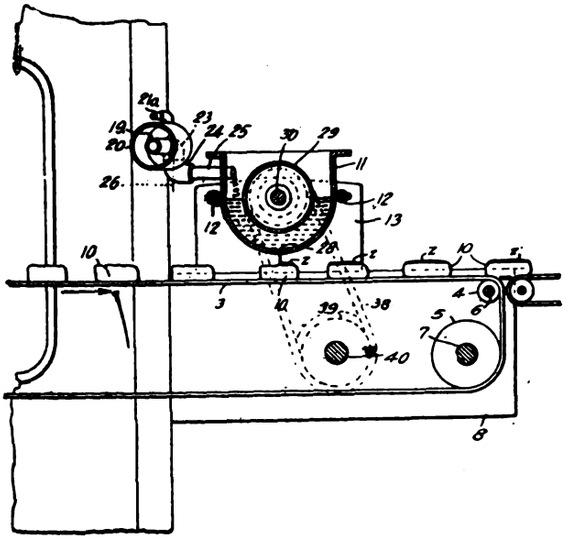
NEW INVENTIONS

1,402,923. CANDY CUTTER. ARTHUR E. DEMPSEY, Council Bluffs, Iowa. Filed Mar. 18, 1920. Serial No. 366,870. 4 Claims. (Cl. 107—22.)



1. A machine for cutting plastic candy slabs into bars and squares, comprising a pallet-carrier, a knife-cylinder extending transversely above said carrier and having a plurality of spaced blades with spiral sharpened outer edges, and means for rapidly revolving said cylinder and slowly traversing the pallet-carrier thereunder.

1,402,287. CANDY STRINGING MACHINE. John Dilger, Lyndhurst, N. J. Filed Sept. 11, 1920. Serial No. 409, 537. 4 Claims. (C1. 107—27.)



1. A machine of the class described, including in combination, a conveyor for candies, a stringing attachment including a receptacle of thin cross section extending transversely across the top of said conveyor and having a row of apertures in the bottom thereof for discharging the stringing material on to the candies carried by the conveyor, an agitator in said receptacle to assist in preventing the stringing material from congealing, a shaft for said agitator and means carried by said shaft for moving the receptacle at an angle to the direction of travel of the candies carried on said conveyor.



PETER'S

The house of PETER'S not only understands the manufacture of coatings, but it has for years rigidly adhered to the practice of producing only products of indisputable superiority.

Skillful, thorough, pains-taking Swiss methods and processes coupled with the most modern and complete American machines and equipment put our factory in position to produce Coatings and Liquors inimitable, individual and altogether delicious.

PRICE:—Our prices will be found to be surprisingly close to the market. A part of knowing how to make good goods is to know how to make them at a reasonable cost.

In which particular type of coatings are you interested? Investigate our goods and prices. Write us please.

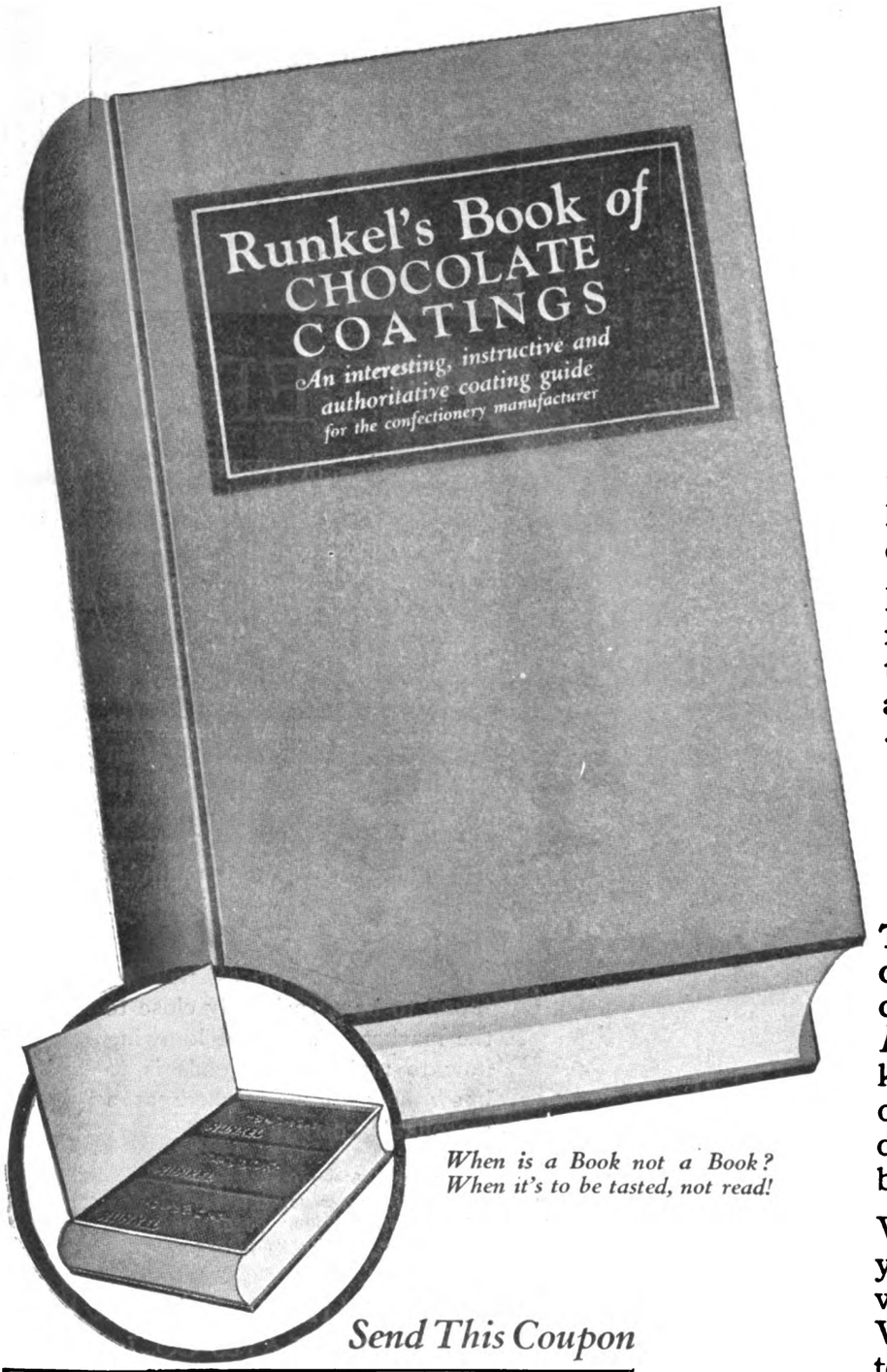
PETER CAILLER KOHLER SWISS CHOCOLATES CO., Inc.
138 HUDSON ST., NEW YORK, N. Y.

Factories:

FULTON, NEW YORK, U.S.A.
HAYES, ENGLAND
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A BOOK for Chocolate Candy Manufacturers



When is a Book not a Book?
When it's to be tasted, not read!

Free Copy Upon Request

BETWEEN the covers of this remarkable book, Runkel's—makers of "the cocoa with that chocolaty taste"—have put something that is bound to help you sell more chocolate candy.

It's not something to read—it's something to taste—food for thought and food for your palate—actual samples of

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There are different kinds of coatings for different centers—and they're all *Runkel* coatings—the kind that give your chocolates a reputation for distinction, and that bring in repeat orders.

We shall be glad to send you this "book," *free,* with our compliments. Write for your copy today.

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CHICAGO PHILADELPHIA

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Kindly send a copy of your first edition of Runkel's Book of Chocolate Coatings, free of cost or any obligation whatsoever except to give contents our careful consideration.

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WALTER BAKER & CO'S.

Liquor Chocolates and Coatings



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Are the Standards of the Trade for Confectioners' Use

Sweetened and unsweetened; light, medium and dark, whatever the difference of color or flavor, all are *absolutely pure*, smooth and uniform to work.

The taste and appearance of confections depends largely upon the coating.

Send for Samples and Prices

WALTER BAKER & CO. LTD.

Established 1780 DORCHESTER, MASS.

57 Highest Awards at the Expositions of Europe and America

WEBB'S W CHOCOLATE

Take this kind of an inventory, too---

ALONG with your inventory of stock and fixtures, take an inventory of your knowledge of the candy business. Are you acquainted with the following subjects which are fully explained in the New Thirteenth Edition of RIGBY'S RELIABLE CANDY TEACHER?—

1. What method of figuring candy profits eliminates the mistakes that throw many confectioners into bankruptcy?

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5. What are the new pieces in Candydom? What are some pieces which will stir up new business?

The above subjects—and many other pointers, concerning the successful operation of the candy business—are all fully and plainly explained in this 288 page book, which represents the 30 years' experience of W. O. Rigby, the author. Contained in it are 900 tested formulas for making all classes of confectionery. It is illustrated throughout.

Considering the low price of RIGBY'S RELIABLE CANDY TEACHER—but three dollars a copy, prepaid anywhere—no candymaker or confectioner can afford to do without its help. Many a single idea contained in it has saved or made thousands of dollars for the 17,000 tradesmen who have purchased copies of it.

Order your copy today—and gain the benefits this book holds for you!

RIGBY PUBLISHING CO.
908 W. 10th St.
Topeka, Kansas



Send further information
Send book C.O.D. $3
Remittance attached
} Cross out lines not applying.

Name .....

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"WHEN does the five-thirty train leave?" shouted a belated passenger bursting in at the station door.

"Five-thirty," replied a porter.

"Well, the post-office clock is twenty-eight minutes past five and the town hall clock is thirty-two minutes past. Which am I to go by?"

"Ye can go by any clock ye want, but ye can't go by the train, because it's gone."

KANSAS PAPER — We wish to apologize for the manner in which we disgraced the beautiful wedding last week. Through an error of the typesetter we were made to say "the roses were punk." What we should have said was "the roses were pink."—*Boston Transcript.*

"PA, what's a pretzel?"

"A pretzel, my son, is a cracker with the cramps."



Long's

OX-HEART

Brand

Chocolates

and Rapid Selling Confections

Send for Price List

OSWEGO CANDY WORKS

OSWEGO, N. Y.

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Dennison's



DENNISON SEALS can help you sell *your* confections. They are well designed, better-made and so sure to speak for the quality of the merchandise they adorn.

Your special *seal is our* regular *service.*

Dennison Manufacturing Co.
THE TAG MAKERS
FRAMINGHAM, MASS.

Please send samples and prices of confectionery seals to Dennison, Dept. C.J.II., Framingham, Mass.

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WAN-ETA



THE BEST NEW YEAR'S RESOLUTION IS— USE AND SELL WAN-ETA PRODUCTS

Massachusetts Chocolate Co.,
BOSTON, MASS. BURLINGTON, VT.

Makers of

COCOA POWDER
CONFECTIONERY

CHOCOLATE LIQUOR
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SHOUP

PAPER BOXES

and Your Candies



MAKE

a combination that will increase your

SALES

THE A. D. SHOUP CO.

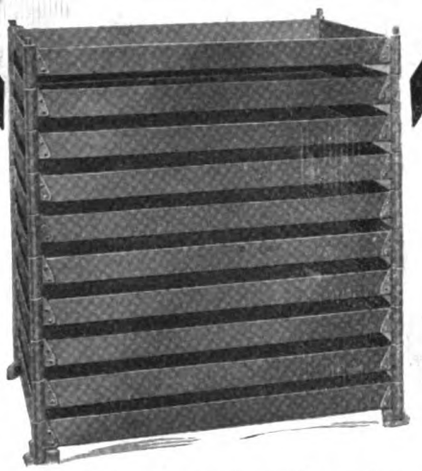
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CANDY PANS



York trays with patented nesting corners allow high and even stacking, and provide for perfect air circulation between trays.

THEY ARE—

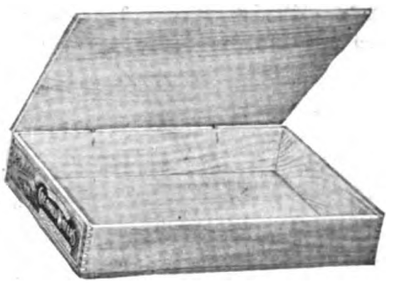
Easily cleaned — Easily handled
Rigid in construction — Smooth of surface

York Heating & Ventilating Corp.
250 So. Broad St., Philadelphia, Pa.

Engineered YORK *products*

Good Wood Boxes

For the Confectionery Trade



Made in all sizes from small, light boxes for carrying five pounds to heavy cases for freight shipments.

LOCKED CORNER BOXES
BOX SHOOKS
STARCH TRAYS
DRYING BOARDS

The A. H. Green Co.

103 Park Ave. **New York**



RULING

Recently the Panay Horizontal Show Jar Co. has seen fit under the heading "Infringement—notice! warning" to advertise that a suit for infringement on the part of that Company had been instituted in the district court of the U. S. Northern District of Illinois in Chicago against the Aridor Company, an Illinois Corporation. We take pleasure in informing our many customers that Judge Kenesau M. Landis, United States District Judge for the Northern District of Illinois on the 13th day of Dec., 1921, entered a decree dismissing the suit of the Panay Horizontal Show Jar Co. vs. the Aridor Co.



The difference between Profit and Loss is the Aridor Display Jar.

All candy merchants know that there is a constantly increasing demand for hard candy providing the spoilage from loss of finish and stickiness can be eliminated.

You can now handle hard candy all the year round and be assured of its absolute salability at all times if you use the Aridor Display Jar.

This attractive dispensing jar, made of clear, flint glass has a capacity of about 15 pounds.

The special feature of this display jar is the patented cap. This cap can be easily removed with a quarter turn. Inside the cap is a perforated metal container holding the mineral salt pad which absorbs all moisture.

THEY PAY FOR THEMSELVES

If the Aridor Jar saves only one filling of candy, it will have completely paid for itself. Figure out what this means to you. There is no upkeep. The pad may be dried in any ordinary oven and used over and over again.

KEEPS HARD CANDY DRY AND SALABLE ANYWHERE

The patented cap absolutely absorbs all of the moisture which otherwise would ruin the candy.



WE GUARANTEE THAT

You can take candy that has become sticky and by placing it in the Aridor Container it will become as dry and loose as the day it left the factory.

WE GUARANTEE THAT THE ARIDOR CONTAINER WILL DO JUST WHAT WE CLAIM FOR IT,—keep the contents loose, dry and salable at all times.

Leading and progressive manufacturers of hard candy recommend Aridor Products as standard equipment. Write us today for full information that means more profit for you



The Aridor Company

589 E. Illinois St. **Manufacturers of Aridor Products.** **Chicago, Ill.**

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HEEKIN CANS



The Safest and Most Attractive Method of Packing Candy

HEEKIN CANS solve practically all the problems which come up in the handling and transporting of candy.

They are air-tight. They prevent moisture from making your goods sticky and unsalable even in hot weather. They prevent contamination by dust and flies. Their toughness and strength enables them to stand up perfectly during shipment and handling.

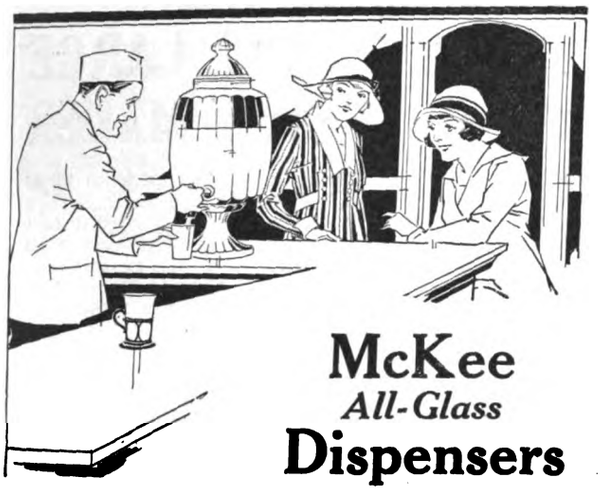
In addition, the confectioner using Heekin Cans has a much more attractive package, since these cans are beautifully lithographed in bright colors. Any design, in any color combination, can be reproduced. And there is absolutely no chance for labels to become detached or obliterated. The label is part of the can itself.

Write us your requirements and we will send a sample Heekin Can and full particulars.

Look for this trade-mark on all Heekin Cans

THE HEEKIN CAN CO.
New and Culvert Streets, Cincinnati, Ohio

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McKee
All-Glass
Dispensers
Increase Soft Drink Sales

DRINKS look refreshingly cool and inviting in McKee Dispensers. Even the less popular soft drinks and beverages sell when displayed in them. Put one on your counter and watch the sales increase.

McKee all-glass dispensers are sanitary and *look* sanitary to the customer. They inspire his confidence. The all-glass construction with non-corroding metal parts make them easy to clean thoroughly and quickly. The attendant can tell at a glance when the beverage is running low in the dispenser. McKee dispensers are economical—the ice in its separate container lasts longer and melting cannot dilute the drink. The beverage is chilled thoroughly without ever coming in contact with the ice.

The McKee Buttermilk container is ideal for the purpose. One turn of the bail handle stirs the milk putting it in perfect condition for drinking and preventing clogging. It is of the same all-glass construction as the soft-drink dispensers—attractive, sanitary and economical.

Write for booklet.



The McKee Non-clogging Buttermilk Container

McKEE GLASS COMPANY
JEANNETTE PENNSYLVANIA



Double Your Easter Business

Sell those little Chocolate figures, Patties, etc., liked by everybody---and ***manufacture them in your own shop.*** It is a simple matter to make them by use of our patented

JAY BEE CHOCOLATE MOULDS

which we manufacture in such enormous quantities that we can offer them at very reasonable prices

Rabbits, Easter Eggs,
Moulds for Every Holiday and Occasion

Write for our catalog No. 12

Serve your Chocolate, Broth, Malted Milk, Tea, Coffee, etc., in absolutely clean, well-shaped and artistically designed

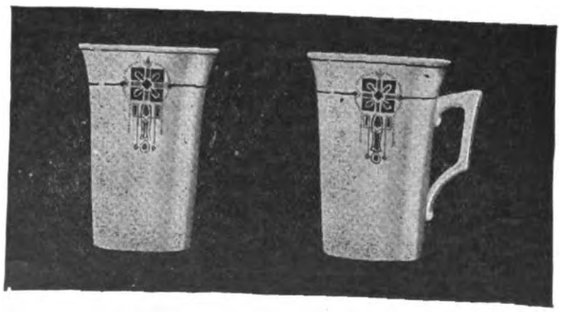
JAY BEE PATENTED IMPORTED SANITARY CHOCOLATE CUPS

which present a clean, appetizing, rounded and edgeless bottom and keep the drinks piping hot. They are strongly made of high-grade glazed finish porcelain throughout—not crockery—and if they chip, they retain their white effect and do not turn brown.

Plain with Gold Band	*—$4.00 No Handle*
Plain with Gold Band	*—$4.50 With Handle*
Decorated with Gold Band	*—$4.75 With Handle*
Decorated with Gold Band	*—$4.25 No Handle*

Order an assortment to-day (packed a dozen in a carton) and watch your profits grow.

JABURG BROTHERS, Inc.
Est'd 1885
10-14 Leonard St. New York



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POP CORN PROFITS ARE VERY LARGE
CRISPETTES ARE THE BIG MONEY MAKER



Gibbs says: "Sold **$50.00** first night!" Erwin's little boy makes **$35.00** to **$50.00** every Saturday afternoon. Meixner reports **$600.00** business in one day. Kellogg writes: **"$700.00** ahead first two weeks." Master's letter says: "—sold **$40.00** in four hours." During March, 1921, Turner was offered **$700.00** clear profit above cost of his investment to sell. **There is money**—lots of money—in **Crispettes.** Times make no difference for most of these records were **made in 1921**—were made while people are crying **hard times.**

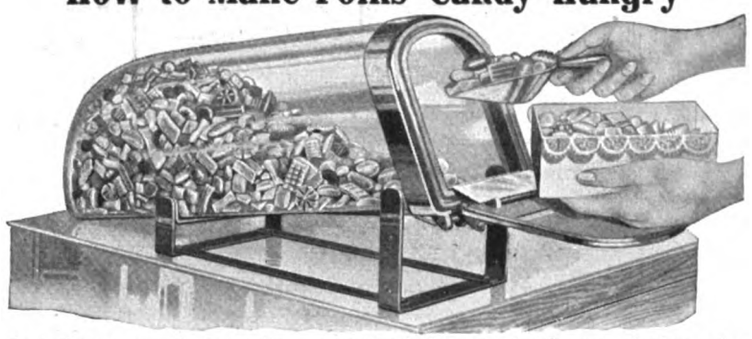
This is the most rapid **machine for crispettes. Requires minimum labor** —least operating expense. **The material in a batch costs least, the crispettes keep better, are better eating** and sell better than those **made by** any other process.

Sell Pop Corn CRISPETTES. **It is the biggest money maker in the** candy line.

Long Eakins Company

191 High St. Springfield, Ohio

How to Make Folks Candy Hungry



Let them see the candy—put it right out in front of them in **these clear, clean, sparkling glass cases. They can see it's fresh, sanitary, appetizing—looks so good no one can resist it! Panay Show Jars, airtight and moisture proof, increase sales, save space, improve patronage and prevent waste by keeping candy in perfect condition in all seasons. Write to us or any distributor for illustrated catalog.**

Panay Sectional Show Case Co.

General Office, Milwaukee, Wis., U.S.A.

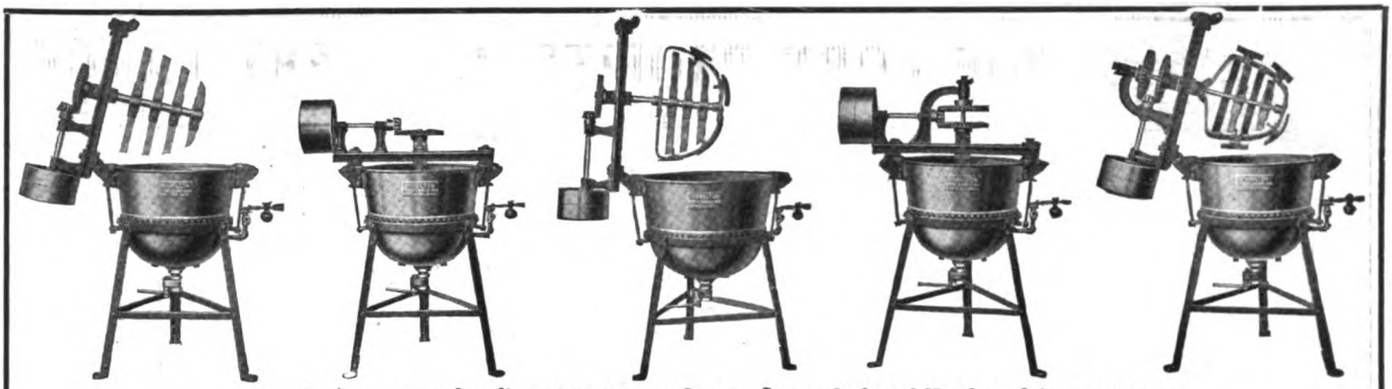
Eastern Office: Suite 815 Flatiron Building, New York City
Western Office: 313 S. Coronado St., Los Angeles, Calif.

Panay HORIZONTAL Show Jars

These are the
PANAY DISTRIBUTORS

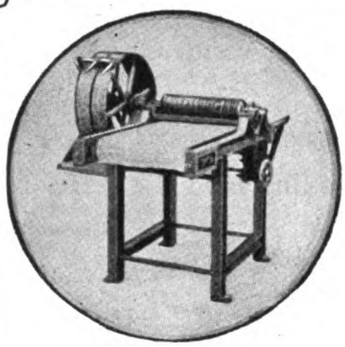
New Haven
Austin Nichols & Co.
Chicago
Bunte Brothers
Butler
Butler Candy Co.
Selma
Benish & Meyer
Marinette
M. C. Broughton
Minneapolis
Buhse Bros.
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Joseph Casani
Erie
Erie Drug Co.
Buffalo
Donovan-Haas Co.
Cleveland
Wm. Edwards Co.
The Sykes & Thompson Co.
The Weideman Co.
Greensboro
Gate City Candy Co.
San Francisco
M. Getz & Co.
Scalmanini Bros.
Springfield
Green Bros. Co.
Pittsburgh
Graebing Candy Co.
Green Bay
Greiling Innes Co.
Regina
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Youngstown
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Joseph Freeman Co.
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Scranton
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We manufacture a complete line of Stationary Copper Steam Jacketed Kettles, plain or mixing.
Absolute satisfaction guaranteed. Prompt shipments. Ask your dealer or write us for literature and prices.

HAMILTON COPPER & BRASS WORKS, Hamilton, Ohio



White's Improved Perfect Candy Cutter

ORIGINAL WHITE

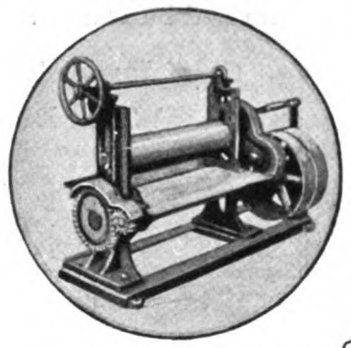
Cutter and Sizer

For Caramels, Nougats, Bars, etc.

Standard Factory Equipment for past 35 years

Sold by **WM. M. BELL,** *Authorized Agent*
Heirs of Jacob White
6 E. LAKE STREET, CHICAGO, ILL.

White's Perfect Sizing Machine





Knott's Pop-Corn Grinder that pulls the pop corn apart

POP-CORN MACHINERY

Complete outfits for retail or wholesale manufacture

Candy Wrapping Machines :: Candy Cutters and Coolers

E. R. KNOTT MACHINE COMPANY 1 Ellery St., S. Boston, Mass.

YOU CANNOT DO WITHOUT THIS MACHINE IF YOU USE CHERRIES, NUTS, FRUITS, ETC. for CENTRES of BONBONS in MOULDED STARCH

A great labor saving device that will pay for itself in one month. A perfect, reasonably priced distributing apparatus with a guarantee that if it is not satisfactory your money will be returned.

Write at once for particulars, giving accurate measurements of your starch boards

THEODORE BOSSHARD *St. Albans, Queens, New York City, N. Y.*

GEORGE KELLER COPPER WORKS

MANUFACTURERS OF

Copper Jacket Kettles : Revolving Pans : Vacuum Pans, Etc.

Wyckoff Avenue and Norman Street BROOKLYN, N. Y.

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United States Supreme Court Sustains Hildreth's Candy Pulling Machine Patent

Sweeping Decision by Chief Justice Taft Handed Down November 7, 1921

Dickinson Patent held to be the Pioneer

In a decision handed down November 7, 1921, the Honorable Chief Justice Taft of the Supreme Court of the United States has completely sustained my position in the candy pulling machine litigation. In this case claim 1 of the Dickinson patent, No. 831,501, was in suit. The defendant was Jim M. Mastoras, of Portland, Oregon, who had built and used a machine under the Langer patent, No. 1,232,697.

Chief Justice Taft holds:

a) That Dickinson was the pioneer inventor of a candy pulling machine. He says:

> "The history of the art shows that Dickinson took the important but long delayed and therefore not obvious step from the pulling of candy by two hands guided by a human mind and will to the performance of the same function by machine. The ultimate effect of this step with the mechanical or patentable improvements of his device was to make candy pulling more sanitary, to reduce its cost to one-tenth of what it had been before him, and to enlarge the field of the art. He was, therefore a pioneer."

b) That the Dickinson patent was not anticipated or narrowed by any prior art patent. On this point the Chief Justice said:

> "The Firchau device never, so far as appears in the record, made candy experimentally or otherwise. Indeed, no candy was commercially pulled by machine before or after the issuing of the Firchau patent in 1893, until the introduction of the Dickinson principle, nine or ten years later."

c) That the Dickinson patent is entitled to a broad construction. On this point the Chief Justice said:

> "As the Dickinson patent is a generic patent the doctrine of broad equivalents properly applies here."

d) The defendant's Langer machine operates on the same principle as Dickinson's and is an infringement of the Dickinson patent. The Chief Justice said:

> "Taking the first claim of Dickinson's patent as it reads, one can trace every element of it in the Langer machine. We find there is a plurality of oppositely-disposed candy hooks or supports. The candy-puller is found in the movable pin of Langer, and a relative in-and-out motion in the pulling process is palpably present."

Accordingly, the Supreme Court of the United States has sustained the District Court of Oregon and has ordered that a decree be entered ordering an injunction and an accounting for profits and damages.

This decision by Chief Justice Taft disposes of all contentions relating to the Dickinson patent for all time. The patent is fully sustained, and out of fairness to myself and to my licensees I shall insist in the future as I have in the past on my rights in this patent being completely respected.

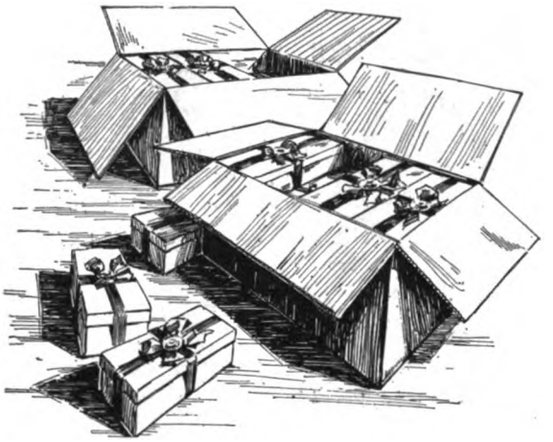
H. L. HILDRETH,
549 Albany Street,
Boston, Mass.

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Inexpensive, Damp and Dust Proof H & D Boxes for Confectioners

SAFEGUARD the quality of your goods in storage and in transit by packing them in these highly protective water-proofed **Hinde & Dauch Corrugated Fibre Shipping Boxes.** They are by far the most economical, convenient and satisfactory containers you can find for packing your products.

H & D Boxes come to you folded flat and require but a minimum of storage space until ready to use. Inexpensive and light in weight, they will reduce your packing room costs and cut transportation rates. Your address and whatever publicity message you desire may be prominently printed on the box walls, advertising your product and assuring the return of lost shipments.



Tell us your requirements and specifications and let us quote you prices. A trial order will convince you of our ability to save you money and serve you best.

The Hinde & Dauch Paper Company
120 WATER ST. SANDUSKY, OHIO
Canadian Address: Toronto—King St. Subway & Hanna Ave.

MAISON MARIE LETANG

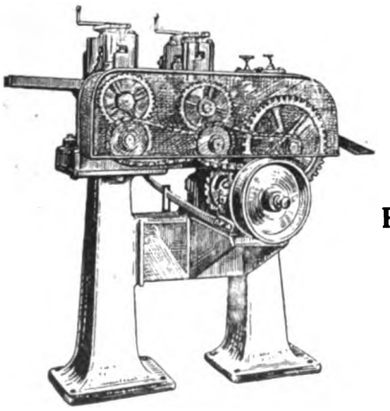
Lèon Lètang & Co.

Machinists, Constructors and Mould Makers

11, rue de la Cour des Noues PARIS

Specialists in the Construction of Machines for Confectionery, Pastry Work and Chocolate Moulds

Strongly Built Machine for Drops Caramels



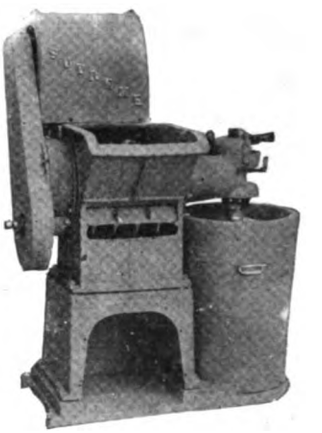
With Double Preparing Rollers

Systeme Brevete S-G. D. G.

Catalogues and Estimates on Request

SUPREME
MOTOR DRIVEN COMBINATION ICE CREAM FREEZER AND ICE BREAKER

Velvety Ice Cream With Any Desired Overrun

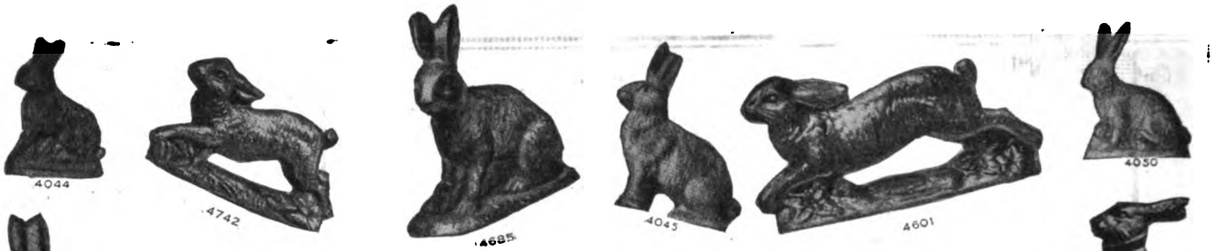


Also Makes Exquisite French Ice Cream and Water Ices

Nickel-Silver can, Cover of Tinned Bronze, self-sealing.
Dasher of Tinned Bronze.
Breaker can be operated without freezer.
Gears and belt covered as required by law.
Dealers—Investigate our claims before arranging for 1922.
Write for our proposition, it protects you.

FRANKLIN P. MILLER & SON
East Orange, N. J.

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METAL MOLDS

FOR CHOCOLATE

RABBITS and EGGS

Make your own

Hollow and Solid Figures for Easter







5028 4⅜" long—50c ea. half

5027 4⅜" long—50c ea. half

5023 4⅜" long—60c ea. half

and fifty-four other designs of fancy and plain eggs.















RABBITS

No.		Each
4044	— 3⅞" high	$1.10
4045	— 4⅝" "	1.50
4046	— 4¼" "	1.20
4047	— 4¾" "	1.70
4048	— 4¼" long	1.30
4049	— 4¾" "	1.40
4050	— 3⅝" high	1.10
4051	— 4" "	1.40
4601	— 8¼" long	2.65
4603	— 9¼" high	2.25
4682	— 7½" "	4.80
4683	— 7¾" "	3.60

TRADE E MARK N Y

Our molds bear this Trade Mark

RABBITS

No.		Each
4685	— 5⅞" high	$2.65
4686	— 5½" "	1.50
4687	— 4" "	1.10
4741	— 6¾" "	1.70
4742	— 6¼" long	2.00
4743	— 8⅜" high	3.85
4744	— 8⅛" "	3.60
4745	— 8" "	5.00
4746	— 9" "	6.00
4807	— 3¾" "	1.00
4808	— 4¼" "	1.40

and other designs

Write for our catalog No. 3, describing the large variety of molds we make suitable for all holidays.

ORDER THROUGH YOUR JOBBER

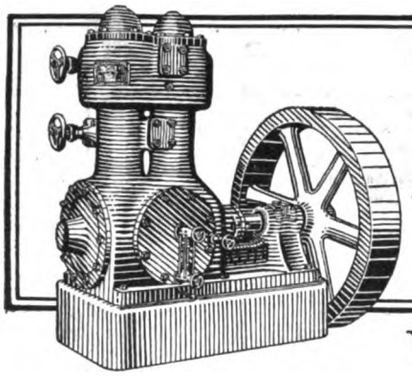


MANUFACTURED BY

EPPELSHEIMER & CO.

34-44 HUBERT ST. Dept. C. NEW YORK

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YORK MECHANICAL REFRIGERATION

—— A logical means of increasing your profits

WOULD you be interested in a few facts showing how your net profits for the coming year would be substantially increased by the installation of YORK Mechanical Refrigeration.

There are several ways in which this increase would be obtained.

Part of it would come from a reduction in the present cost of operating your refrigerating system.

The proper preservation of an amount of stock which now deteriorates through imperfect refrigeration, would likewise prevent loss and show a further increase in your net profits.

Still more profit would come from the higher prices you would get by having your stock in the best possible condition.

New business that would be attracted by your progressiveness and the reliability of your stock would further swell your net income.

And freedom from the worries of unreliable refrigeration would make your efforts in other departments more productive.

Our Sales Engineers will be pleased to tell you more about YORK Mechanical Refrigeration.

YORK SERVICE

YORK MANUFACTURING COMPANY
(Ice Making and Refrigerating Machinery Exclusively)
YORK, PENNA.

THERE IS A YORK PLANT TO FIT YOUR BUSINESS

This Booklet

tells all about the BAKER Sugar-Cooker

—how it helps cut down expensive labor costs;
—how it saves on your syrup and sugar bills;
—how it does away with costly "batch spoilage";
—how it produces *really-better* boilings.



This Coupon

brings the Booklet to you, FREE

Just fill out and attach to your letterhead and your copy will be rushed you by return post.

Mail me your Booklet "How to increase your profits in the boiling room."

Name .....

Address .....

A2

JOSEPH BAKER SONS & PERKINS CO., Inc.
Baker-Perkins Bldg. White Plains, N. Y.

ESTABLISHED 1905 ESTABLISHED 1905

B. H. HUBBERT

Coppersmith and Contractor

Designer and Builder of:

Confectioners' Copper Work.
Copper Vacuum Pans.
Copper Steam Jacketed Kettles, plain.
Copper Steam Jacketed Kettles, with single and double motion mixers.
Copper Revolving Pans, plain and with steam coils.

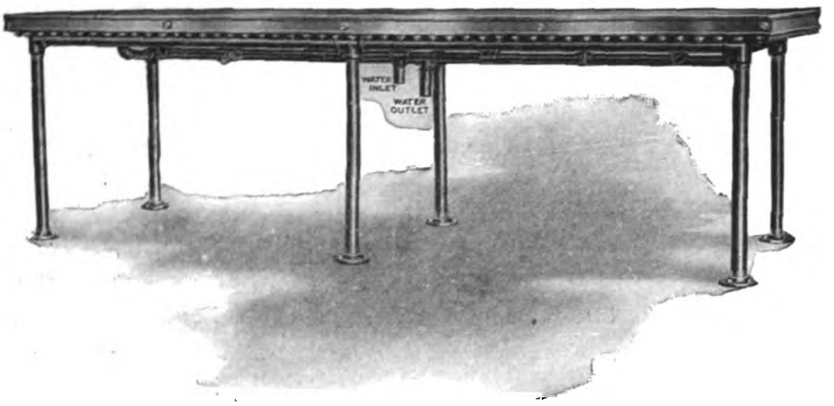
If you are in the market for good copper kettles, get in touch with

B. H. HUBBERT

3603 E. Pratt Street
Baltimore, Md.

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"The Perfect" Water Cooled Slab



A BROAD assertion we admit, but nevertheless true. Water Circulation PERFECT; cools your candies to PERFECTION, hence we call it the "PERFECT" WATER COOLED SLAB. The experimental stages in the building of our perfect water cooled slab have passed. The many satisfied customers is our guide.

Built on scientific principles and made of STEEL throughout. The top is made of Tank Steel of ½" thickness, and the bottom is made of the same material of ⅜" thickness bolted together. It withstands our tested water pressure of thirty pounds. Mounted on 1¼" Gas Pipe Slab Stand. Also can be fitted with any height of Angle Iron for a Perfect Water Cooled Cream Slab. This slab has four Water inlets and two Water outlets, making it a PERFECT WATER CIRCULATION. With the Savage Built Cooler you increase your output, which means reduced production cost.

Made in the five following sizes:

36 in. x 60 in. 36 in. x 72 in. 36 in. x 96 in. 48 in. x 72 in. 48 in. x 96 in.

(Polished Steel Slab Bars—Any Size)

THE SAVAGE PORTABLE FIRE MIXER INSURES INCREASED PRODUCTION AT REDUCED COST.

In the making of Nougat Candies, Caramels, Jelly and Gum work, Kisses, Peanut Slab, Bar Brittles, Cocoanut Goods, etc., Cream Beating or remelting of Cream Fondants, in fact anything you are stirring and cooking by hand.

This machine is small, compact, self contained with Kettle, Motor and Furnace. Single or Double action Mixers. All gears and working parts encased. Scrapers prevent scorching. All bearings double. Stirrer removed from Kettle by operating a lever.

Simplicity of Machine renders each part very accessible for cleaning.

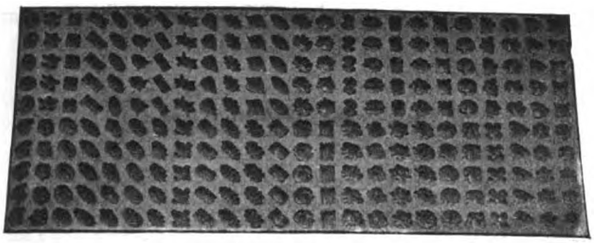


MACHINE	No. 1	No. 2	No. 3
Floor Space	26x54 in.	27x72 in.	30x72 in.
Height	60 in.	71 in.	71 in.
Weight	500 lbs.	650 lbs.	675 lbs.
Size Kettle	20 in.	22 in.	24 in.
Horse Power	⅓	½	¾
Fitted with Atmospheric Gas Stove Single Action Stirrer			
Fitted with Atmospheric Gas Stove Double Action Stirrer			

SAVAGE BROS. CO.

2638-2646 Gladys Avenue **CHICAGO**

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VOORHEES RUBBER CANDY MOLDS

ADVANTAGES

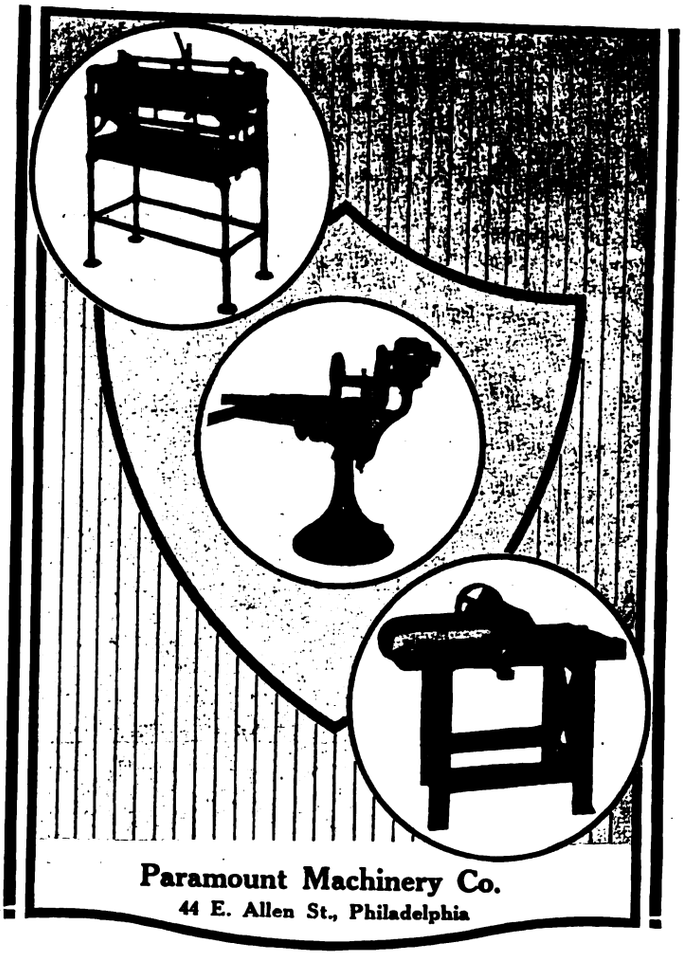
Elimination of Starch Mussiness
Speedy Production Through Quick Cooling
Close Placement of Cavities
Uniformity of Size
Regularity of Detail
Precise Weight
Ease of Handling

ASK FOR FOLDER WITH FULL DETAILS

VOORHEES RUBBER MFG CO. TRADE MARK

Main Office and Works
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Paramount Machinery Co.
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Acme Coppersmithing Company, Inc.

COPPER WORK

of All Description

HIGH PRESSURE STEAM JACKET KETTLES

Our Specialty

If our work is not absolutely satisfactory in every respect, we will gladly accept the return of same and will bear all expenses.

All sorts of repairs, retinning, replacement of worn or burnt out parts, promptly and satisfactorily performed.

Safety is the corner stone of efficiency.
The more safety the less worry—the greater efficiency.

USE ACME JACKET KETTLES

1009-11 W. Ohio Street
CHICAGO, ILLS.

Trade with the Maker, and Get Prompt Delivery, Low Prices Best Work



Confectionery Equipment Our Specialty

The Revolving Pans have all latest improvements. **Clutch instead of tight and loose pulleys,** a unique feature of ACME REVOLVING PANS. Cut gears. Adjustable boxes on all bearings to take up wear on journals. Pans are made of heavy copper, nicely hammered; steam coil of copper pipe, thus insuring against rust, stuffing box is of a special design and the entire construction is of the very best materials and workmanship.

Larger and smaller sizes build to order.

Prices on application.



We are well able and qualified to produce a sales winning package for your confections.

Tell us you want samples of the—

KLEEN KUP

MONO SERVICE CO. NEWARK, N. J.

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IDEAL CARAMEL MACHINES

In response to an ever increasing demand for more substantial and more efficient candy machinery we have brought out the Ideal Machines described below, which are unexcelled for their purposes.

Ideal Candy Sizer

The Ideal Candy Sizer is made with solid base and absolutely rigid. It is built as a bench or floor machine. It is reversible and adjustable to any thickness up to two inches. It is especially designed to be used with the Ideal Candy Cutter.



Ideal Candy Sizer



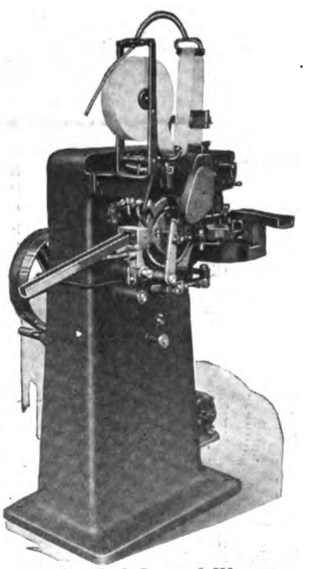
Ideal Candy Cutter

Ideal Candy Cutter

The Ideal Candy Cutter is absolutely rigid in construction. It is equipped with thirty seven-inch circular knives and one full set of collars. Knives may be taken off without removing the arbor shaft. Well guarded, cut gears make it practically noiseless.

Junior Model Ideal Caramel Wrapper

The Junior Model Ideal Caramel Wrapper is designed to fill the needs of the manufacturer whose output does not warrant the installation of the larger machine. It cuts and wraps in one operation caramels, pulled candy or any goods of equal consistency. It is the simplest caramel wrapper built. An unskilled girl can be trained in a few days and can pack as many pieces as six or eight hand packers. The Junior Ideal will quickly pay for itself in wages of hand labor saved.



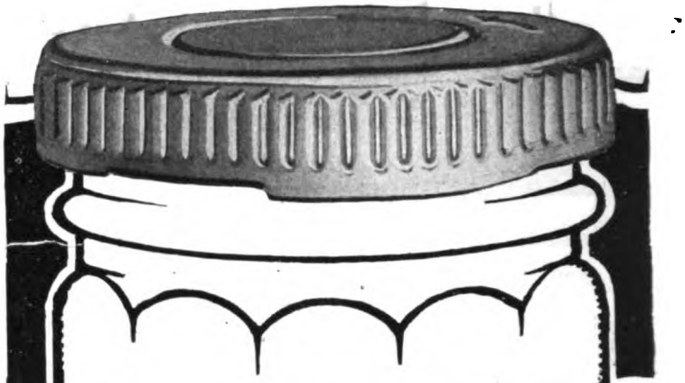
Junior Ideal Caramel Wrapper

Write today for complete descriptions of Ideal Candy Machinery and prices.

IDEAL WRAPPING MACHINE CO.

Makers of Ideal Caramel Wrapping Machines

MIDDLETOWN **NEW YORK**



How the Good Will of Your Hard Candy Business is helped by the *DUPLEX SEAL*

THE problem of spoilage in hard candies has another angle, besides the *money* involved.

Experience shows it almost impossible to get *all* the deteriorated candy back from the dealer—and to keep some of it from reaching the consumer.

With the *DUPLEX SEAL* there are *no* spoiled goods to worry about.

The *DUPLEX SEAL* keeps the jar *air-tight*, no matter how long it's on the dealer's shelves.

The candy stays fresh, dry and crisp —cannot grain-off—no matter what the weather.

The *DUPLEX SEAL* is the *simplest* seal known, off with a quarter turn of the wrist—on with the same easy motion. The customer *reseals* the jar perfectly every time.

Some of the biggest candy manufacturers—Apollo, Crane, Heide, Page & Shaw, United Retail and others—have tested and adopted the *DUPLEX SEAL*. *Because it pays.*

Your regular glass manufacturer can furnish you jars with the *DUPLEX FINISH.*

Interesting information regarding the glass package art, artistic Seal designs, Seal liners to meet special chemical reactions, etc., gladly furnished by our Service Laboratories to manufacturers of hard candies. Our catalog is interesting.

The Duplex Seal

A PERFECT SEALING & RE-SEALING CAP FOR GLASS BOTTLES & JARS

NATIONAL SEAL COMPANY, *Inc.*

Executive Offices - 14th Avenue and 30th Street, Brooklyn, N.Y.

Works - BROOKLYN, N.Y. · · PORTLAND, ME.

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PROFIT BY REDUCING PRODUCTION COSTS

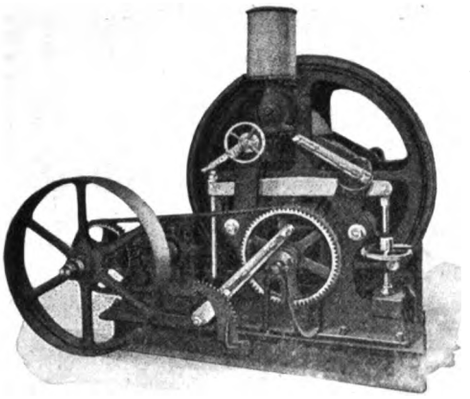
Start the year by figuring economical production on a basis of quality—we can supply machines *now.*

What do You need?

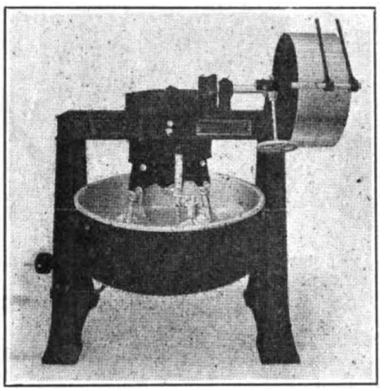


Racine Confectioners' Machinery Co., Racine, Wis., U.S.A

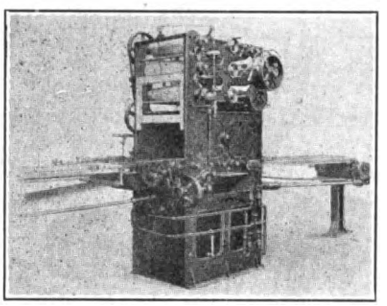
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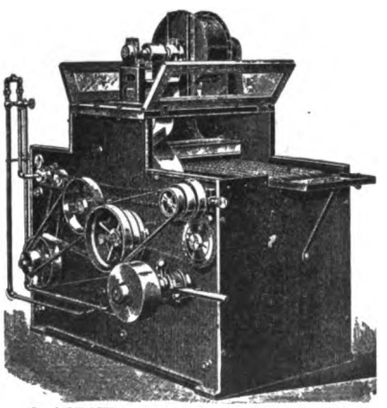
KOHOLODOS



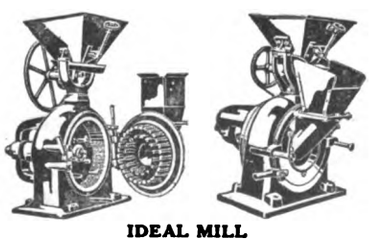
UNIVERSAL CONCHE



GRAND CHOCOLATE DIPPING MACHINE



MAJESTIC CHOCOLATE DIPPING MACHINE



IDEAL MILL

KOHOLODOS—A machine of genious workmanship, will refine chocolate from the bean up. NO DISKS. One man labor required for a few hours a day. Will turn out 1,500 pounds per day Coating or Moulding Chocolate at a saving of at least 6 cents per pound in your coating, will furnish full advice as to the manufacturing of coating and other chocolate. Small space required.

UNIVERSAL CONCHE—Latest Patent out, will do as much work in ten hours that six horizontal conches will do in SEVENTY-TWO HOURS. Fine machine for coating and chocolate and will also take the place of the REFINER and MELANGEUR. Capacity 1,200 pounds. No machine that was ever invented in the chocolate business ever took or sold as fast as the UNIVERSAL CONCHE is selling, with repeat orders.

"GRAND & MAJESTIC" Chocolate Dipping Machine—a far better machine than any machine known on the market. Every part interchangeable. New Patent Ball Bearing Fan that runs in Oil. Steam, Gas and Electric heating attachment, with cooling and packing of the belt, or without. Save 25 per cent and get a better machine.

"Latest Patent Sugar Mill. Will grind to any fineness direct. No bolting or sifters required.

Automatic Quadruple Presses for fancy filled hard goods. One-man operation. With a capacity of 2,000 pounds per day. No waste.

LATEST PATENT CHOCOLATE HOLLOW MOULD FILLER, will fill the mould, knock the mould, turn the mould to drain out center and carry it to cold room. All automatic. The greatest labor-saving machine with a capacity of many thousand pounds daily. One operator.

Wrapping and Packing Machinery for all descriptions of work. New Tin Foil Wrapper, will wrap any shape from 3/8 to 1½ inches. Package Machinery will make the package, fill the package, seal and label the package.

J. FRIEDMAN

EXPERT—Specializing for the Candy and Chocolate Industry.

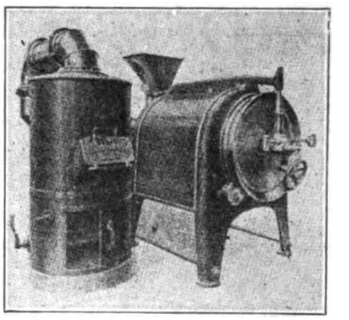
214-226 East 22nd St., New York, N. Y.

Complete and largest line of Candy Machinery, Chocolate Machinery, Cocoa Butter and Cocoa Powder Plants, Chocolate Dipping Machines, Wrapping Machines, Package Making, Filling, Sealing and Labelling Machinery, CHOCOLATE MOULDS, etc. "LOOKING FOR A CERTAIN MACHINE? Yes, I HAVE IT."

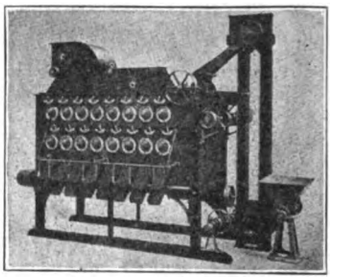
Established since 1892

Cable Address—"JACKFRIED NEWYORK"
A. B. C. Code—5th Edition Used

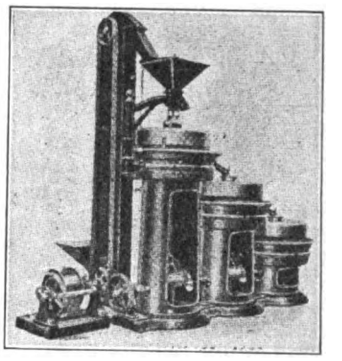
TELEPHONE: GRAMERCY 2996



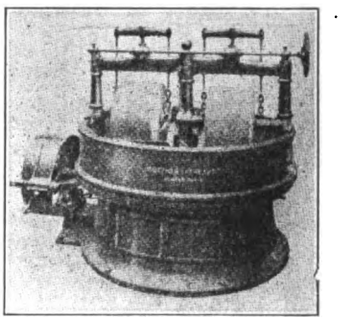
COCOA BEAN ROASTER



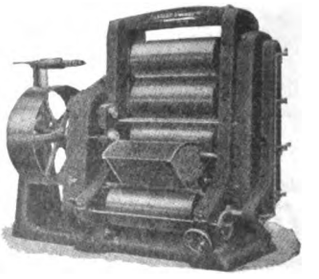
CRACKER AND FANNER



TRIPLE MILL

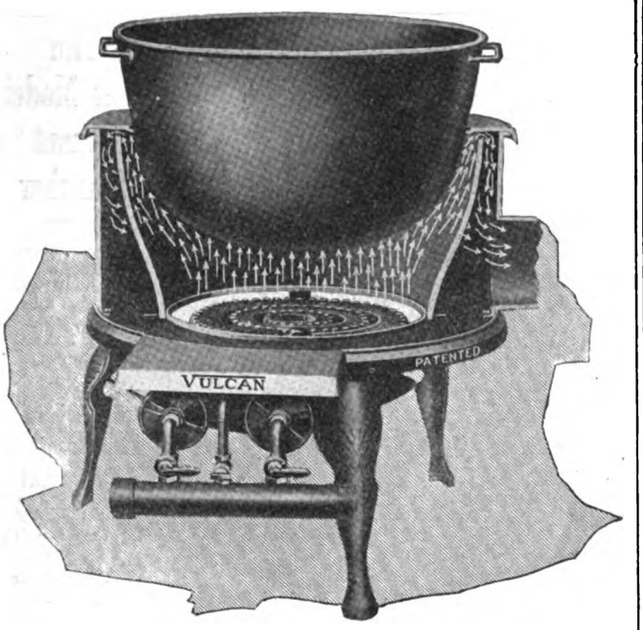


MELANGEUR



REFINER

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A Quick, Intense Heat Without Motor or Blower

This powerful, heavy-duty furnace will raise 50 lbs. of sugar and 12 lbs. of water to 340 degrees in less than 24 minutes without motor or blower.

VULCAN CANDY FURNACE

Note from arrows in illustration how heat is directed, and concentrated, against sides as well as bottom of kettle.

This Powerful 3-ring burner is single piece, cored casting. There are no cemented joints to cause leaks.

Graduated ring top permits use of any size kettle.

Economical, sturdy, dependable. Write for folder.

Wm. M. Crane Company

16-20 W. 32nd St.
New York City

Pacific Coast Distributors:
Northwest Gas & Elec. Equip. Co.
Portland, Ore.

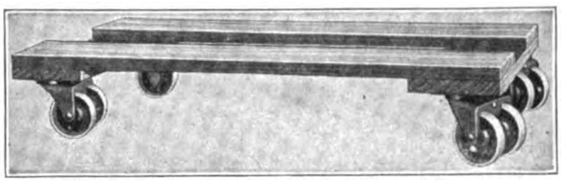
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The August Maag Co.
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H. A. Johnson Co.
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Buffalo, N. Y.
Henry & Henry
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Bruce & West Mfg. Co.
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The Perkins Adjustable Dry Room

Saves fifty per cent. of your steam. Gives uniform work at all times of the year. Dries much faster. (Saves space, trays and trucks.) Perfectly clean. Easy to operate. Simple to install. Is not expensive. Hundreds in use.

Write for descriptive Bulletin No. 100, and prices on candy truck.

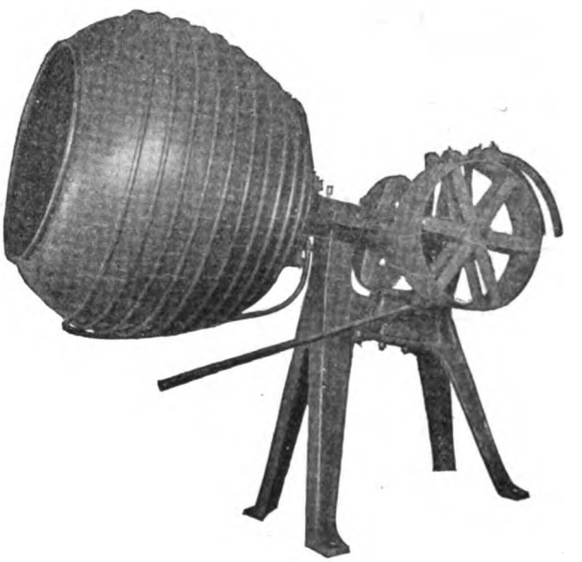


PERKINS "ONE MAN" TRUCK

Elmer E. Perkins Company

Manufacturers

Offices Wrigley Building, Chicago
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Coating and Polishing Pans

for Gum, Almonds and Peanuts

Tight and loose pulley; clutch or motor drive

Let us figure on your needs

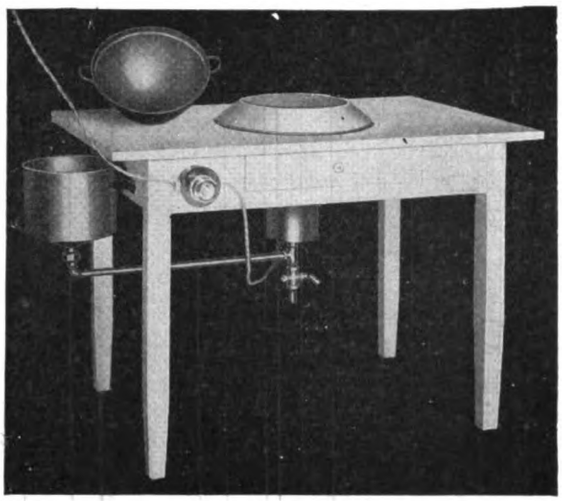
The Bucyrus Copper Kettle Works Co.

1874-1921

Bucyrus : Ohio

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Better Bon Bons at a Lower Cost



Isn't that what you are interested in accomplishing? It is the one way to increase your profits today. You can do it by installing the

"INTERNATIONAL"
ELECTRIC
BON BON CREAM HEATERS

The flash boiler principle of the International means less time for breaking down cream, more even distribution of heat and accurate temperature control. These features enable you to turn out smoother and more uniform coatings.

With the International Electric Bon Bon Cream Heater you can maintain or improve the quality of your product at a lower production cost.

If you are interested in this money-saving equipment write for our Bulletin No. J-1, which gives detailed description.

INTERNATIONAL ELECTRIC COMPANY
MANUFACTURERS
ELECTRICAL HEATING APPLIANCES
INDIANAPOLIS, U.S.A.

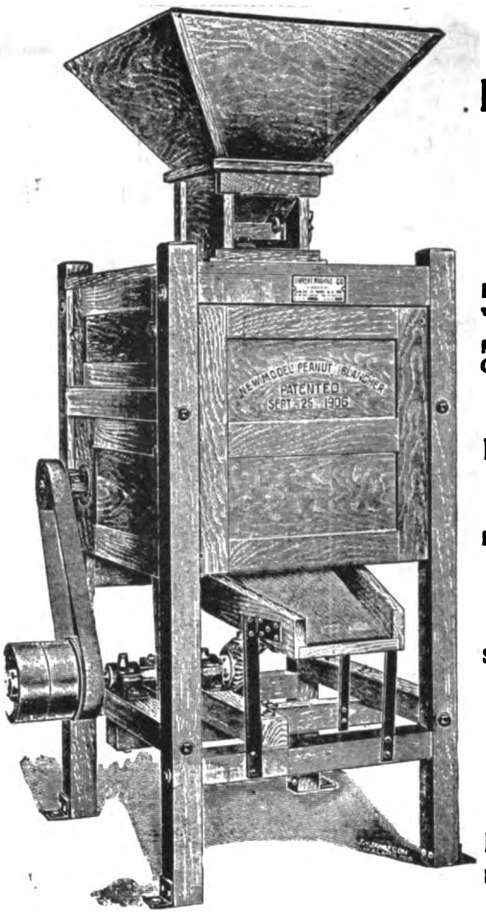
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"International Electric Heaters Are Better"



The New Model Peanut Blancher

The Standard Peanut Blanching Device used by the leading Manufacturing Confectioners

Efficient Economical Practical

Equipped with Automatic Feed Hopper

Patented Sept. 25, 1905

Write for Complete Catalog

Lambert Machine Co.
Marshall, Michigan

W. B. Bertels & Son Co., Inc.

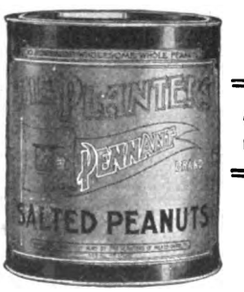
Wilkes-Barre, Pa.

MANUFACTURERS OF

PLAIN and LITHOGRAPHED CANS

OF EVERY DESCRIPTION

QUALITY **SERVICE**



WE MAKE CANS THAT SELL YOUR PRODUCTS

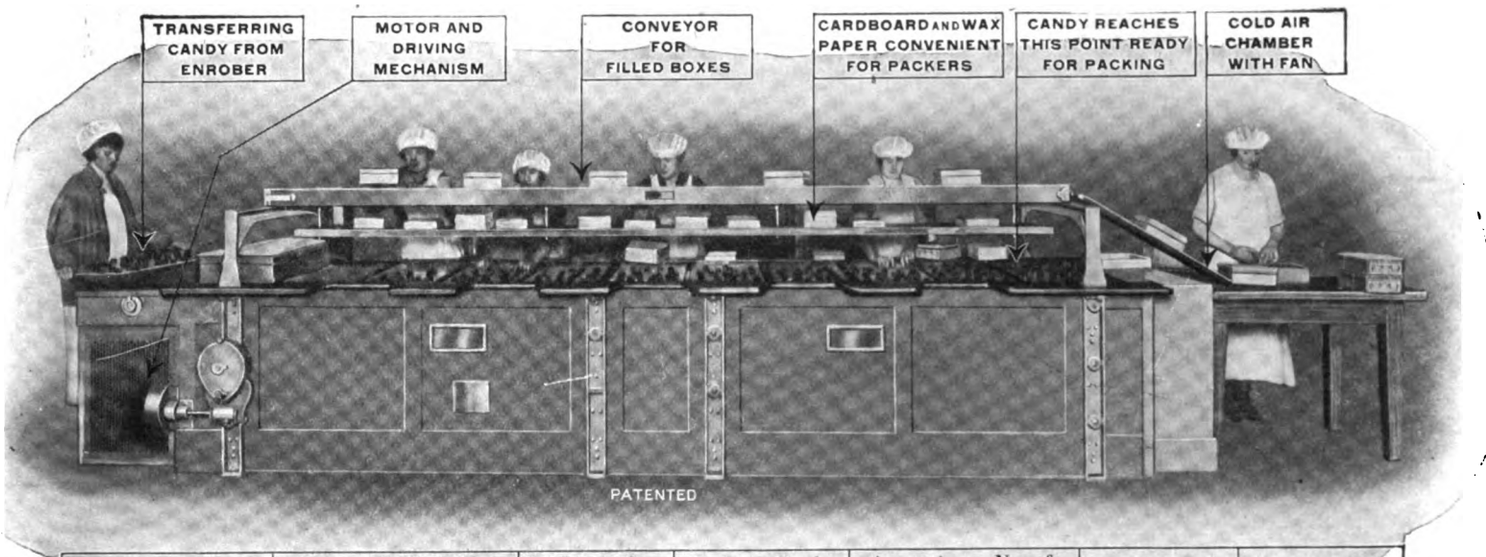
Write for our Prices

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THE NEW 1921 GREER

Chocolate { Drying / Conveying / Packing } Machine

For CANDY and CAKES!



STYLE	FLOOR SPACE	Height Over All	Distance Candy Travels	Approximate No. of Plaques per Hr.	POWER	WEIGHT
DM 60 Trays	3' 6" x 16'-10"	4' 3"	85 ft	200	½ H. P.	2600
DM 53 Trays	3' 6" x 15'-2"	4' 3"	75½ ft.	176	½ H. P.	2500
DM 46 Trays	3' 6" x 13'-6"	4' 3"	66 ft.	153	½ H. P.	2400

The Greer consists of a substantial iron and steel framework with or without enclosures, traveling and conveying attachments, and suitable driving mechanism.

This machine will speed up your production by placing before the packers ***200 plaques of perfectly dry goods per hour*** in a continuously uniform flow directly from the Enrober, and return all empty plaques to the Enrober.

The plaques of goods can be transferred from Enrober to steel trays which are placed on a skeleton tray (The Greer having 60 of these skeleton trays); or, the goods can be transferred direct to steel trays which are not removable.

Our system of cooling gives the chocolate a ***beautiful gloss*** by allowing it to become partially cooled before blowing the cold air directly on it.

This machine gives ***577 sq. ft. cooling space,*** allowing the goods to travel 85 lineal ft. successfully accomplished in ***16 ft. 10 in. by 3 ft. 6 in.***

Made in lengths from 12 ft. upward.

Shelf for wax paper, card boards, boxes, etc., ***made underneath the conveyor within easy reach of packers.***

This machine will care for all the goods Enrober can produce.

Saves ninety-nine per cent. of waste or scrap.

Goods can be packed direct from machine, in boxes or pails.

Regulated speed insures the proper setting of the chocolate, allowing plenty time to pack the goods. Prevents discoloration of your chocolate by heat.

Average cost of repairs per year on Greer machine less than ***$3.00.***

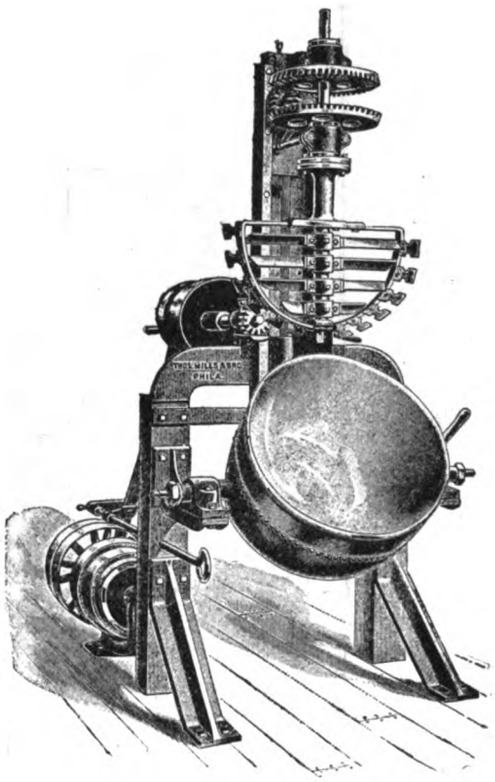
The Greer machines are patented ***Imitators warned against infringements***

J. W. GREER CO. - 139 Main Street, Cambridge, Mass., U.S.A.

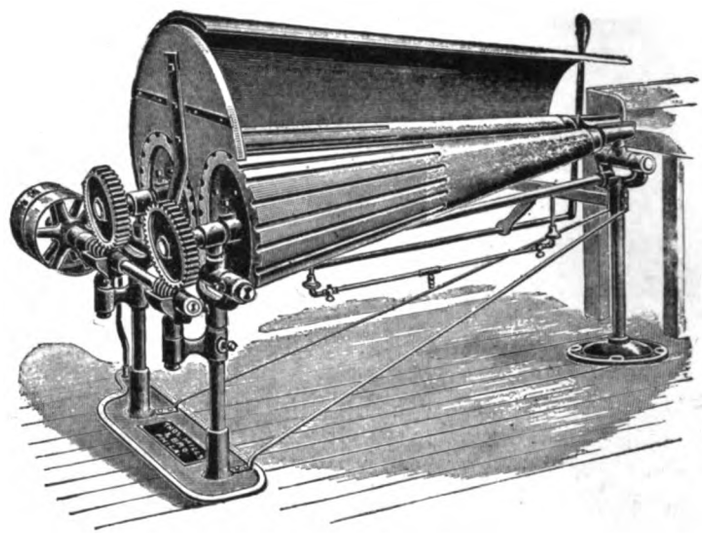
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Thomas Mills & Bro., Inc.

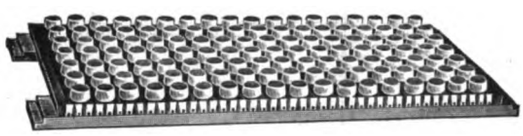
1301 to 1315 North Eighth St. **(Established 1864)** **Philadelphia, Pa.**



MIXING MACHINES — LARGE VARIETY



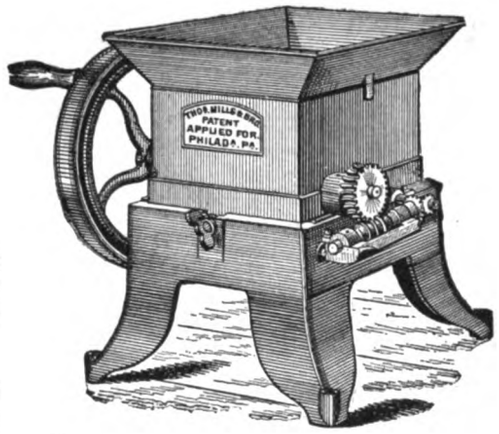
BATCH SPINNING MACHINE



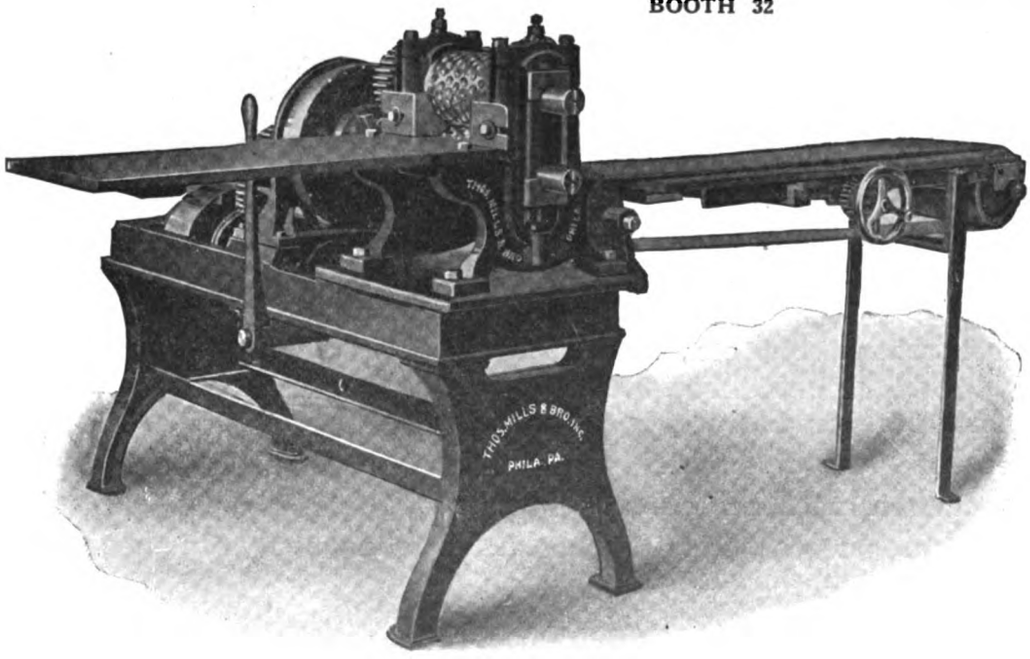
MOLDS AND BOARDS FOR STARCH PRINTER



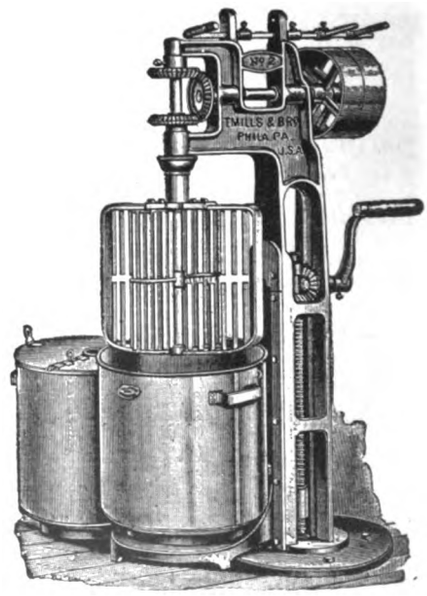
VISIT
BOOTH 32



HAND AND POWER ALMOND AND PEANUT BLANCHING MACHINE



LARGE POWER DROP FRAME WITH STAND AND ENDLESS BELT CONVEYOR

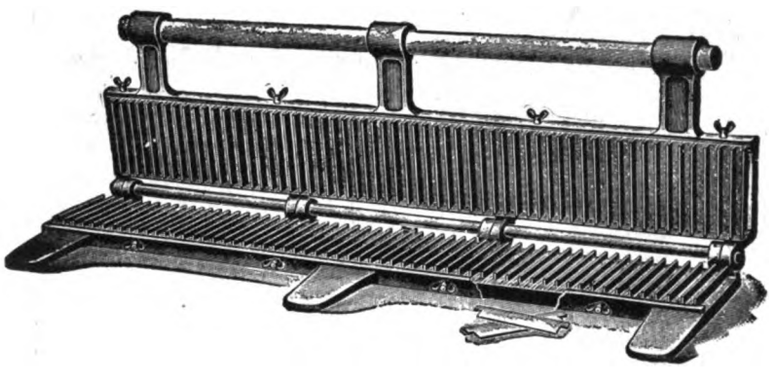


VERTICAL DOUBLE-ACTION MIXING MACHINE

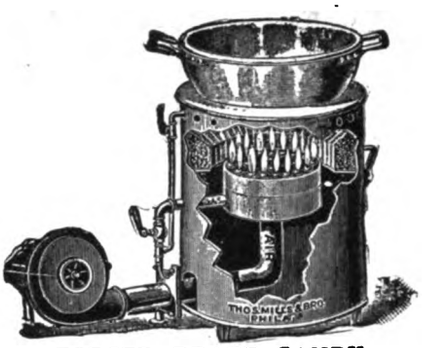
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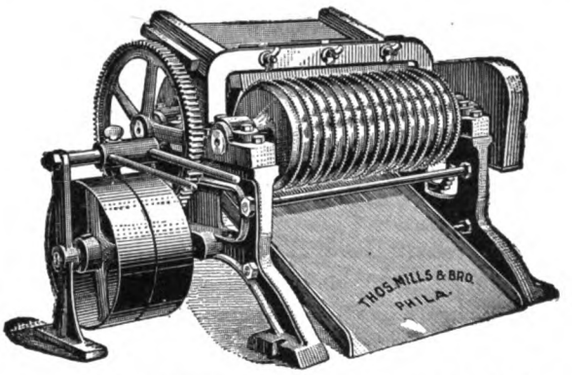
1301 to 1315 North Eighth St. (Established 1864) Philadelphia, Pa.



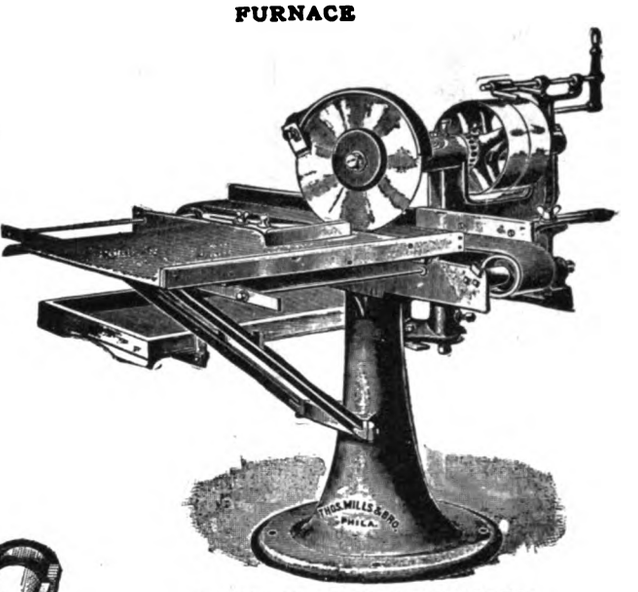
TWENTIETH CENTURY ADJUSTABLE CANDY CUTTER



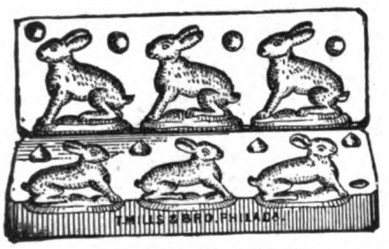
FORCED DRAFT CANDY FURNACE



BALL MACHINE FOR COCOANUT, CREAM AND CHICLE



MONITOR NOUGAT CUTTER



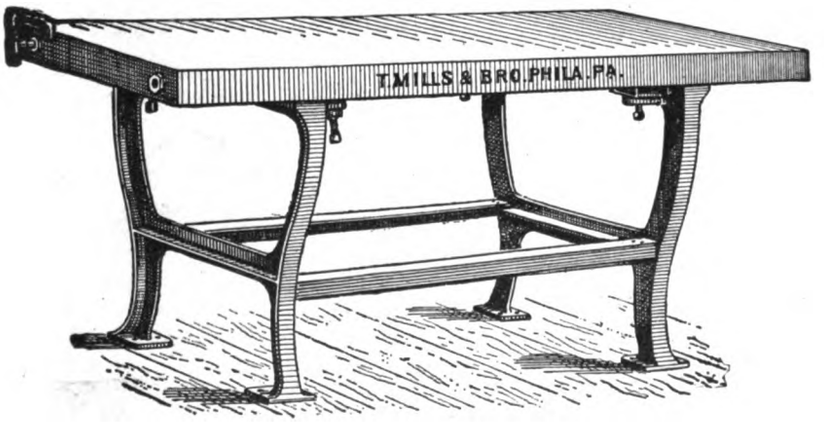
WATER MOULDS



CLEAR TOY MOULDS



FRUIT DROP FRAME AND ROLLERS



MILLS CANDY COOLER



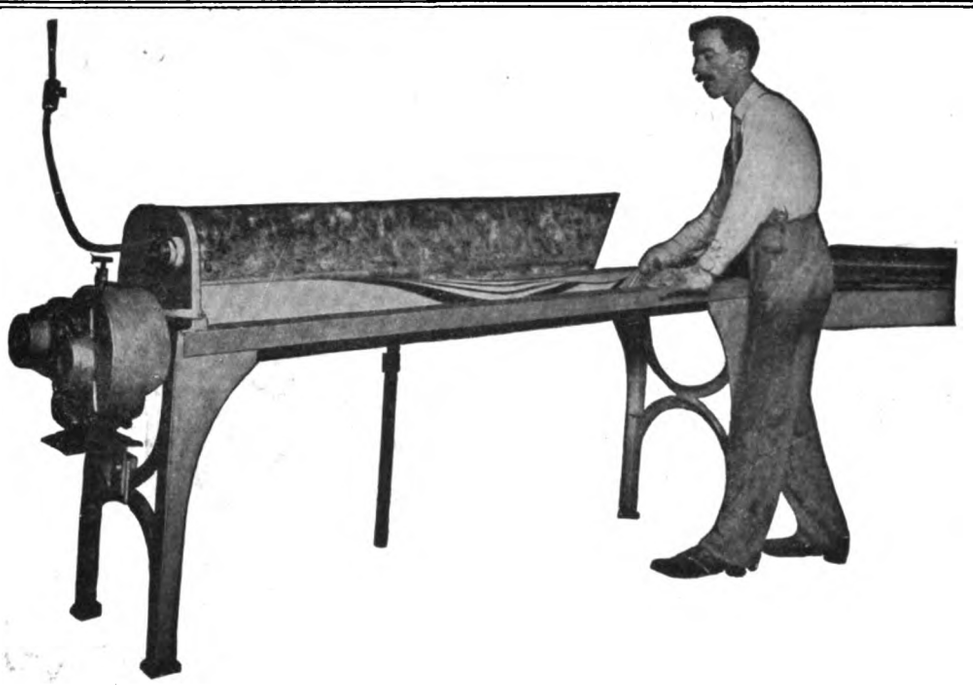
KISS OR LUMP CUTTING MACHINE

CATALOGUE SENT ON APPLICATION

Confectioners' Tools and Machinery **Ice Cream Manufacturers' Tools**

Bakers' and Cooks' Tools

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The N. W. York Batch Roller

Patented March 18, 1911

A Great Labor Saving Device

All kinds of work are handled on this machine. Crystal Rock is made easy. All kinds of Mixtures, Taffy Goods, Kisses, or anything in the candy line that is to be kept round is done so with this machine. It is a wonder for Buttercups or all soft-center work. Soft-center goods will not break out of cover on this machine like they do on the old spinning board.

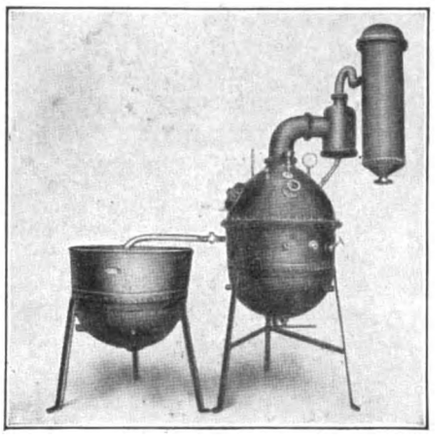
For making Little Sticks and all pure sugar goods, this machine fills a long-felt want. It keeps your batch at an even temperature all the time, and will operate either way at will of operator. Manufactured by

This machine will be sent to you on thirty days' trial. Why not give one a trial? Ask us about it.

EUROPEAN AGENTS:
W. H. BEERS & SON, Ltd., Imperial House, Kingsway, London W. C. 2, England.

C. C. YORK

225-227 E. Maryland Street, Indianapolis, Ind., U. S. A.

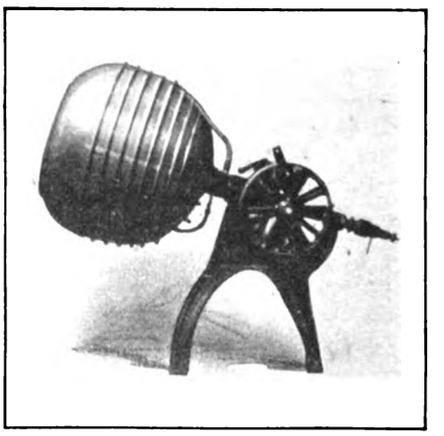


Latest Improved Vacuum Pan

We have been in Coppersmithing Business for generations hence our name

"KOPPERMAN"

Don't you think we ought to know how?

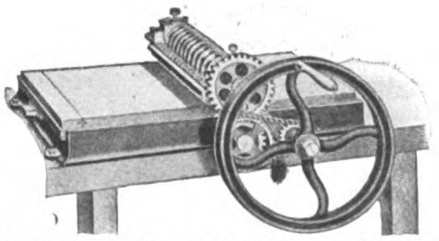


Revolving Pan

JOS. KOPPERMAN & SONS

Copper Work and Confectioners' Machinery

307-311 Florist Street **Philadelphia, Pa.**

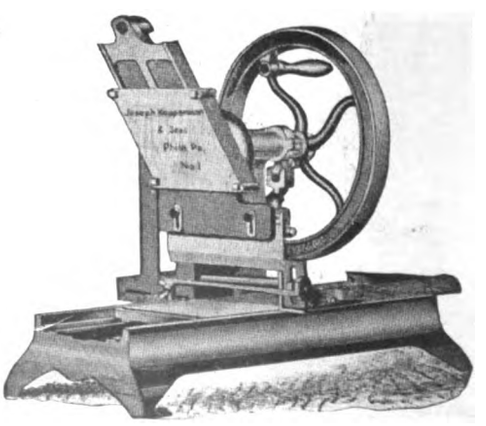


Hand Power Circular Knife Caramel Cutter

We manufacture any kind of Copper Kettle for steam or fire or vacuum *with or without mixers.*

All kinds of sizing, cutting, coating and cooling machinery

We furnish any piece of machinery used in a candy factory



Shearing Motion Cutter

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Simplex Vacuum Cooker Facts

THE Simplex Vacuum Cooker will make a better hard candy at a lower cost than is possible by any other known method.

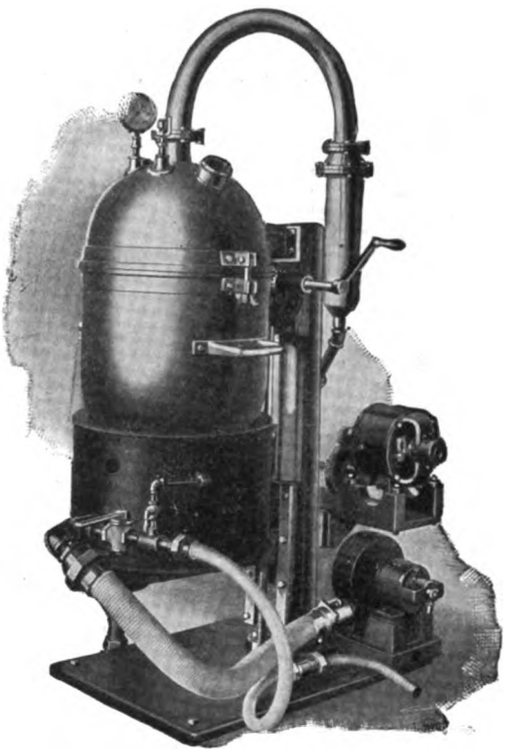
The flexibility of the Simplex Vacuum Cooker, recommends itself to the manufacturer who wishes to cook a variety of batches, both as to size and combination of raw material.

Using the Simplex Vacuum Process you will obtain **a clearer and drier candy** due to the moisture and air having been extracted by Vacuum, consequently when pulled and spun results in a whiter product and **more lustrous satin finish.**

Candy made the Simplex Way will not sweat from the inside, therefore, it will not stick; **it will keep longer.**

A great percentage of scrap can be used in the Simplex. A **larger percentage of glucose or corn syrup can be used** than in other methods, producing a better candy.

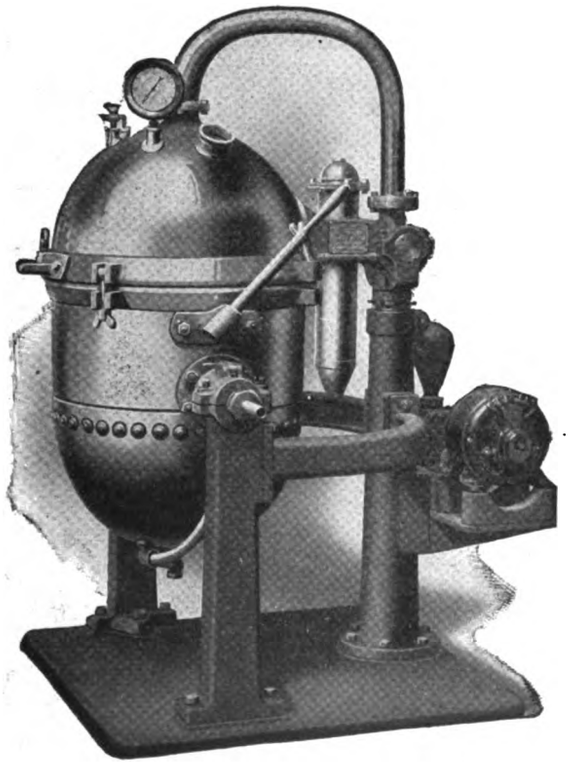
Candy made the Simplex Way will be sweeter because it is not cooked to a high degree over fire or steam, which dissipates the sweetness.



Simplex Gas Vacuum Cooker

(Process Pat. June 30, 1914)
Patents April 20, 1915, November 30, 1915

Space 2x4 ft.	Height 6 ft.	Power ½ H.P.	Capacity; 25 to 100-lb. Batches	Weight 1200 lbs.



Simplex Steam Vacuum Cooker

(Process Pat. June 30, 1914)
Patents April 20, 1915, November 30, 1915

Space 4x6 ft.	Height 6 ft.	Power ½ H.P.	Capacity, 50 to 200-lb. Batches	Weight 2500 lbs.

A batch cooked in a Simplex Vacuum Cooker is **ready to work immediately after it is poured on the slab.**

The machine is simple in design and made of the highest grade material. **It does not require mechanical knowledge nor skill** to operate it successfully.

The Simplex Vacuum Cooker has proved the test in years of successful usage among some of the highest grade manufacturers in the United States as well as in foreign countries.

OVER 400 IN USE

Vacuum Candy Machinery Co.

326 W. Madison St. CHICAGO, ILL.
74 Pearl St. JERSEY CITY, N. J.

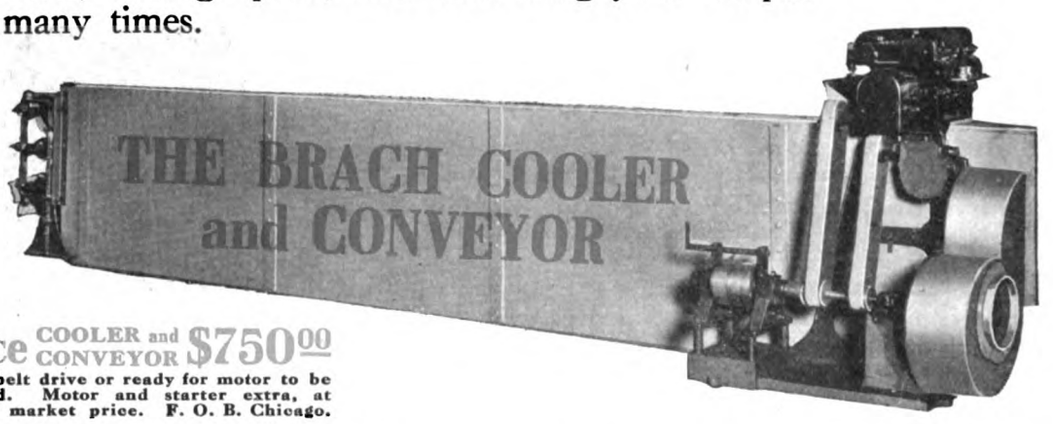
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The BRACH Continuous BUTTERCUP STRAW and WAFFLE MACHINE

This Is the Only Machine Made That Will Cut a Large Variety of Pillow Shaped Hard Candy Without Change of Machinery

High Speed—No Delays—Greatly Increased Output!
The very high speed of 1500, 3000 or 6000 pieces per minute is secured by the continuous, practically self-feeding operation. With a little experience, 100 pounds of soft or hard center goods can be turned out in ten minutes. One machine takes care of three sets of spinners, cutting down labor costs, saving space, and increasing your output many times.

Ask Any of Our 300 or More Satisfied Users!



Price COOLER and CONVEYOR $750.00

Either belt drive or ready for motor to be mounted. Motor and starter extra, at current market price. F. O. B. Chicago.

THE BRACH COOLER AND CONVEYOR is an exceedingly compact unit, occupying but about one-third of the space ordinarily used. used. It has the capacity of a straight convey or of 105 feet, if the goods comes out in a single line, or with web. But if used in connection with my Buttercup Machine, which cuts the goods off completely, allowing them to spread over the belt, the cutter running five times the speed of the conveyor belt, would give a cooling capacity equal to 525 lineal feet.

DIMENSIONS
Length . . . 17 Feet
Width . . 14 Inches
Base where motor and fan are connected is 30 inches wide.
Height . . 32 Inches

NOTE
Can furnish COOLER and CONVEYOR separate or in one compact unit connected with motor and starter to my Worm Gear Drive BUTTERCUP STRAW and WAFFLE MACHINE

WARNING!

On account of the extraordinary popularity of this machine, there is being made and sold as a genuine Brach machine an imitation cutter which infringes on my patents. NOTE—each machine bears a serial number of which we hold an exact record that we may know to whom every machine of our make is sold. To avert trouble make sure you are buying a genuine Brach Continuous Buttercup Machine. We will prosecute all sellers and users of infringements.

Showing a Brach Machine used with a York Batch Roller which I can supply in 6, 7 and 8 foot lengths at regular prices

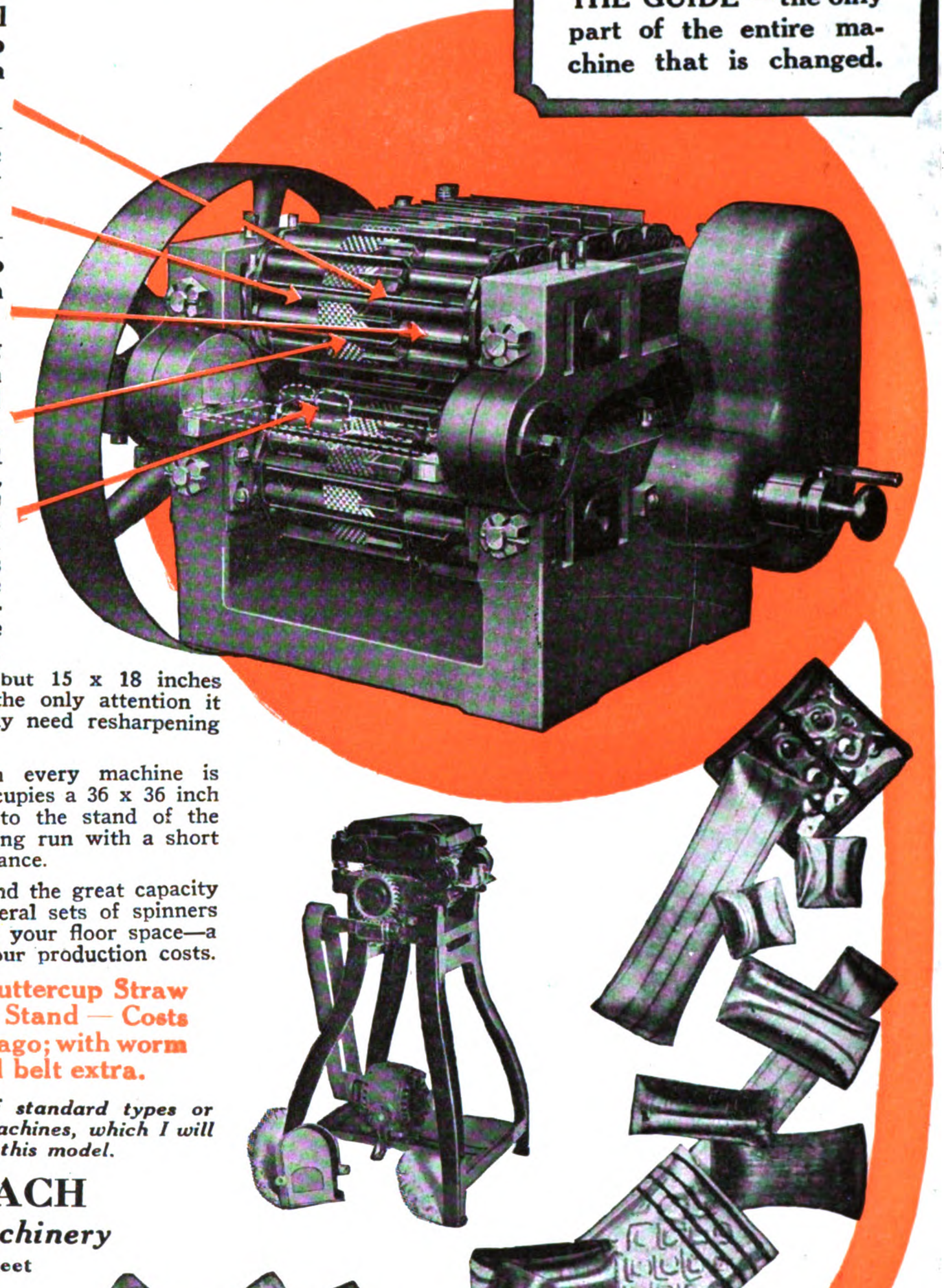


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MY LATEST—The Worm Gear Drive

The addition of a worm gear drive to my latest model, which performs the work of four machines, makes it a model of efficiency.

1. ***Baby Kisses***—Any small piece 3/8 inch long and up to 3/4 inch wide are cut on this series of knives.
2. ***Pillows, Chips, Straws***—3/4 inch long and 1/8 to 1 1/2 inches wide are cut by this set of knives.
3. ***Straws, Chips, Pillows***—1 1/2 inches long and 1/8 to 1 3/4 inches wide are cut on this series of knives.
4. ***Waffles*** — 3/4 inch long and up to 3/4 inch in width are cut and stamped with this series of knives.





THE GUIDE — the only part of the entire machine that is changed.

THE GUIDE—indicated by dotted lines, and illustrated separately, has two peculiarly shaped knurls which may be so turned and separated as to regulate the batch to any width from 1/8 to 1 3/4 inches as desired. Adjustments are made by simple thumb screws. An experienced operator can feed the machine without using the guide.

THE MACHINE MEASURES but 15 x 18 inches over-all. Once set up, oiling is the only attention it requires. The knives will probably need resharpening about every five years.

THE STAND SUPPLIED with every machine is strongly made of cast iron, and occupies a 36 x 36 inch floor space. The motor attaches to the stand of the new worm gear drive machine, being run with a short belt—a safety protection of importance.

SAVES SPACE: The small size and the great capacity of this machine, which enables several sets of spinners to use it alternately, saves 75% of your floor space—a very important item in reducing your production costs.

The BRACH Continuous Buttercup Straw and Waffle Machine with Stand — Costs Complete, $850, F.O.B. Chicago; with worm gear drive $900; motor and belt extra.

NOTE: I have a limited number of standard types or motors for the worm gear drive machines, which I will supply at current prices to buyers of this model.

EMIL J. BRACH

Confectionery Machinery

215 West Ohio Street
Chicago

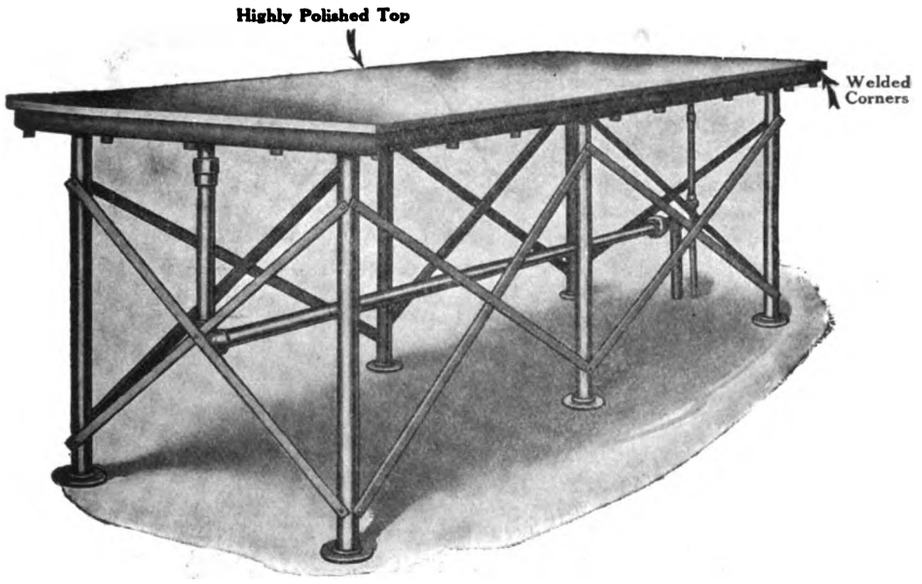


30 DAYS FREE TRIAL

(In U. S. Only)

Arrange to have a machine sent you on 30 days' free trial and prove to your own satisfaction its labor-saving, profit-making qualities.

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ALL STEEL CANDY COOLER

Built to Last a Lifetime

No Hot Spots

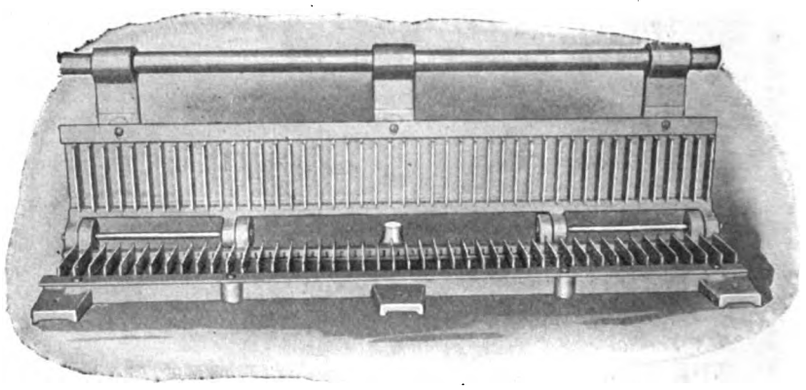
Made in all Sizes

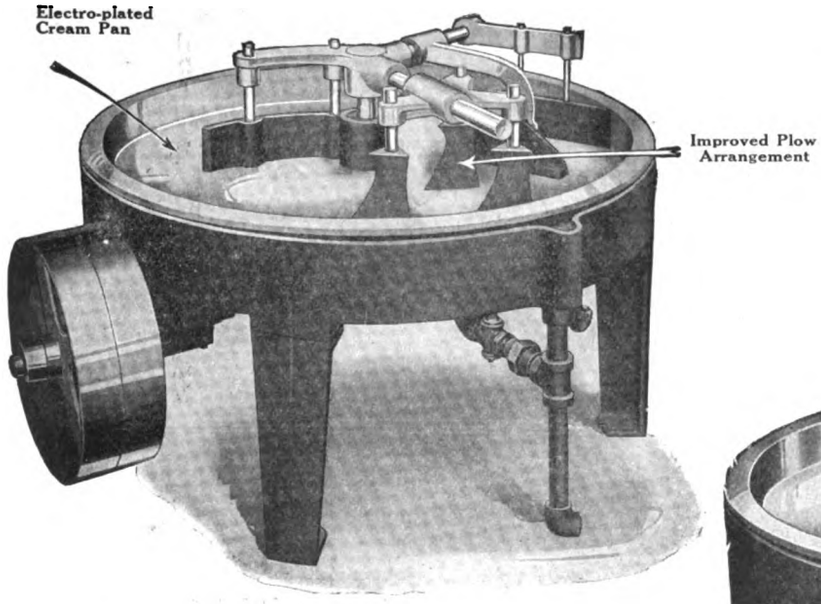
Shipped Complete with Stands

ADJUSTABLE BUTTER CUP CUTTER

32 inches long 186 Blades

Price $32.50





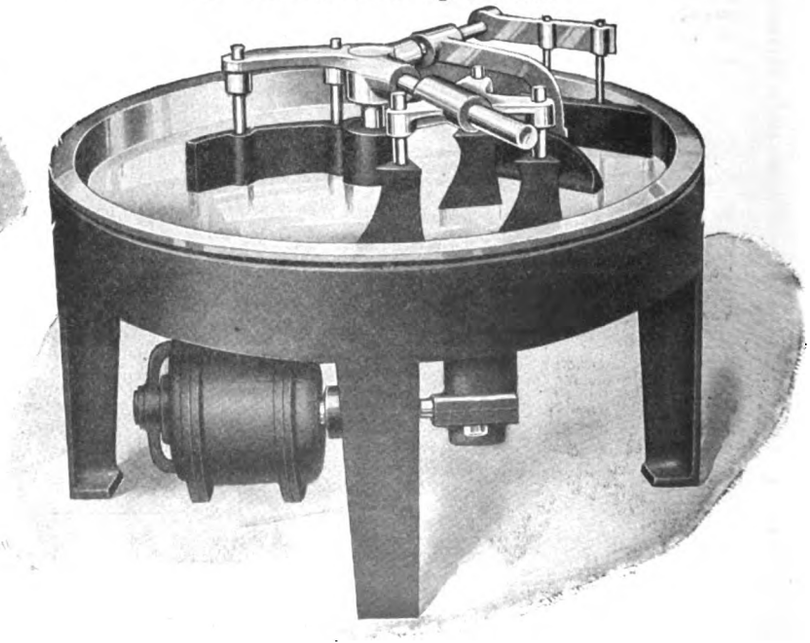
Superior Cream Beaters

Equipped with Steel Worm Gears

Made in 3, 4 and 5 foot sizes

3 and 4 foot Machines equipped for motor-drive have FABROIL GEARS—make less noise.

5 foot sizes equipped for motor-drive are made with DOUBLE WORM GEARS running in oil—noiseless in operation.



Write for further particulars

The Croll Mfg. Co.

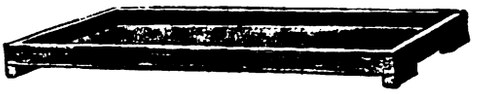
Candy Machinery

Bridgeport - - Connecticut

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BRASS AND IRON WIRE SIEVES



STARCH BOARDS



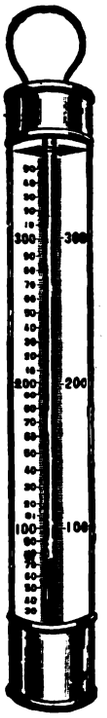
ADJUSTABLE STEEL CUTTERS



BON BON DIPPING POTS



COPPER KETTLES



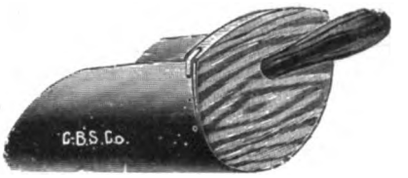
THERMOMETERS



CANDY HAMMERS



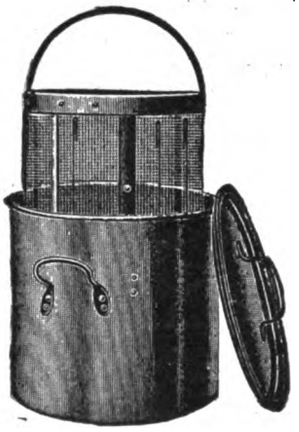
CANDY HATCHETS



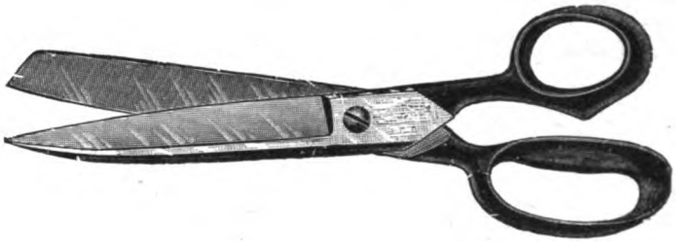
SUGAR SCOOPS



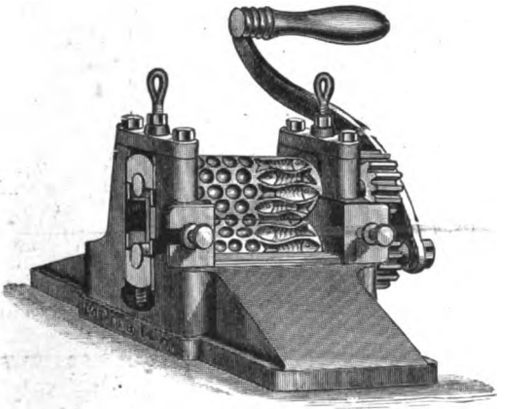
CANDY SCOOPS



PEANUT FRYERS



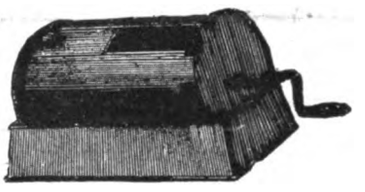
CANDY SHEARS



FRUIT DROP FRAME AND ROLLERS



EGG WHIPS



PEANUT ROASTERS



GAS FURNACES

SAVAGE BROS. CO.
2638-2646 Gladys Avenue
CHICAGO, ILL.

We Carry in Stock a Complete Line of Confectioners' Tools and Machinery
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Upressit 1-lb. Jar

A Candy Jar Plus

TALKS RIGHT TO THE HOUSEWIFE

THE

Upressit

1 Lb. Multiuse Candy Jar

A Trade Builder for the Confectioner

The Housewife sees beyond the candy in the jar. She sees the jar in the kitchen on a shelf filled with sugar, salt, flour, coffee, spices and the hundred and one things the housewife has to store and preserve.

The Upressit Multiuse one-pound candy jar is designed to serve these many purposes. Made of crystal white selected glass—capacity 1 lb. hard candy or 21 fluid ounces.

AIR TIGHT
FITTED WITH MASON JAR RUBBER RING

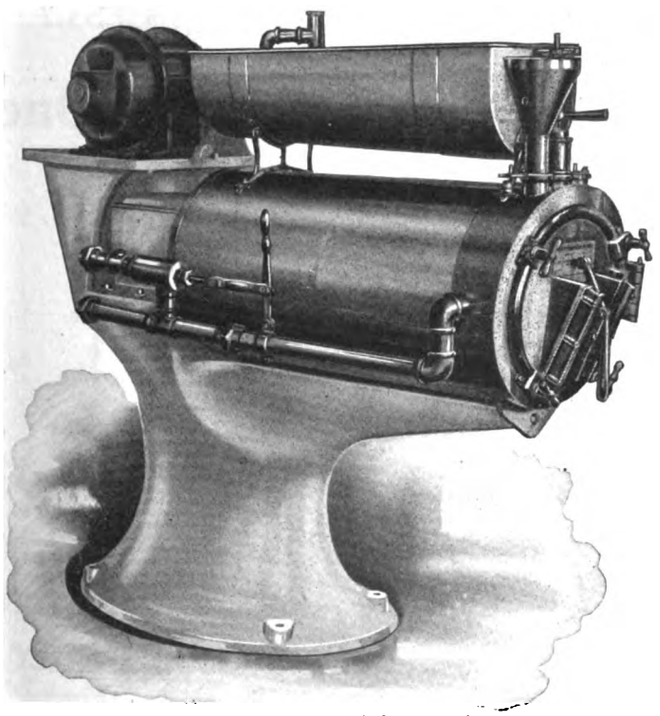
Send for sample case containing 7½ dozen jars complete with the "Cap that Captures." We carry a full stock of UPRESSIT candy containers.

Upressit Products Corporation

15-21 WILBUR AVE. LONG ISLAND CITY, N. Y.

Canadian Representatives,
Anglo American Agencies, Ltd.
43 St. Francois Xavier St. Montreal, Quebec.

The Emery Thompson "1922" Full Open Circulating



Brine Freezers

are of that sturdy construction made up with Automatic Cream Reservoir Control Valves; Swinging Front Heads; Solid "Crome" Steel Cut Gear; Brine throttle valves. All these vital points of superiority are enhanced by the bright and careful finish of the E. T. machine—the Brine Freezer that is built for big fine uniform Ice Cream Production.

"Write for 1922 catalog."

Emery Thompson Machine and Supply Co.

271-75 Rider Ave. (6-8 Canal Place, Bronx) New York City

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The Ball Cream Beater Co.

DAYTON, OHIO, U. S. A.

MANUFACTURERS OF THE

Ball Cream Beater and Cooler and Dayton Cream Beater and Cooler

Ball Beater
Patented



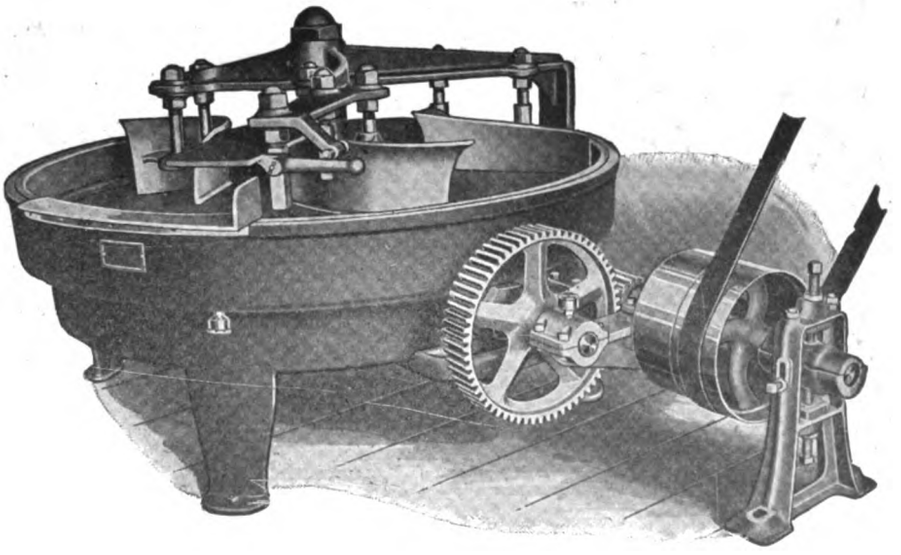
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of infringements on our Patents

THREE THOUSAND IN USE!

BEST IN THE WORLD! **WHY NOT HAVE THE BEST?**

Every Candy Manufacturer Should Have One!

We shall protect
our Patents to the full extent of the law.



Dayton Beater
Patented

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Brunswick Refrigeration



Last issue we showed you a typical example of the **Brunswick** dry hardening system as installed and in successful operation for a number of years.

We now show you an equally successful **Brunswick**

WET HARDENING SYSTEM

While dry hardening rooms are more clean and sanitary, conditions sometimes make it inadvisable to install this type of plant.

The efficiency of the installation shown will be noted at a glance. The simplicity, compactness and ruggedness of the compressor is self-evident. In no branch of manufacture has mechanical refrigeration made such rapid strides as in the Ice Cream industry and all interested should investigate the **Brunswick** System.

BRUNSWICK REFRIGERATING CO.

107 Jersey Avenue **New Brunswick, N. J.**

Boston, Mass.
10 State St.

New York City
30 Church St.



Copper Steam Jacketed Kettles

Copper Candy Kettles

Carried in Stock

GROEN MFG. COMPANY, Inc.
Coppersmiths
4531 Armitage Ave. **Chicago, Ill.**

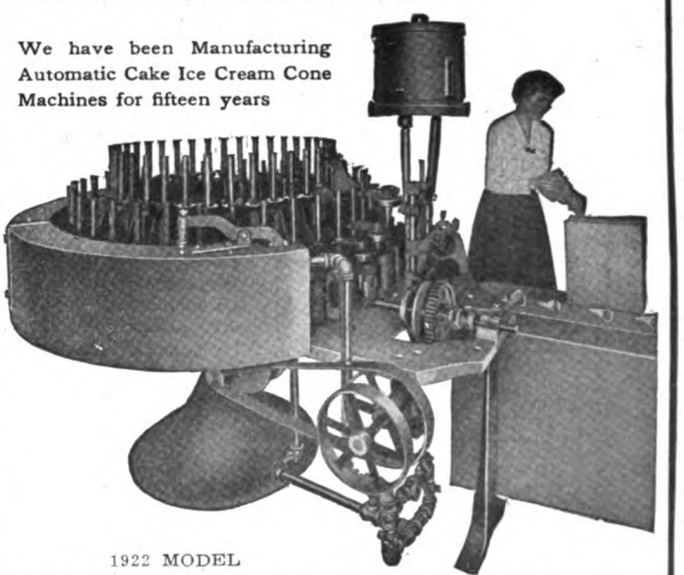
W. W. TURNBULL CONE MACHINE COMPANY

Chattanooga, Tennessee **1419 Fort Street**

Manufacturers of

TURNBULL'S AUTOMATIC WAFER CONE MACHINES
TURNBULL'S AUTOMATIC CAKE CONE MACHINES
TURNBULL'S SWEET CLOVER SUGAR CONES
TURNBULL'S PEERLESS CAKE CONES

We have been Manufacturing Automatic Cake Ice Cream Cone Machines for fifteen years



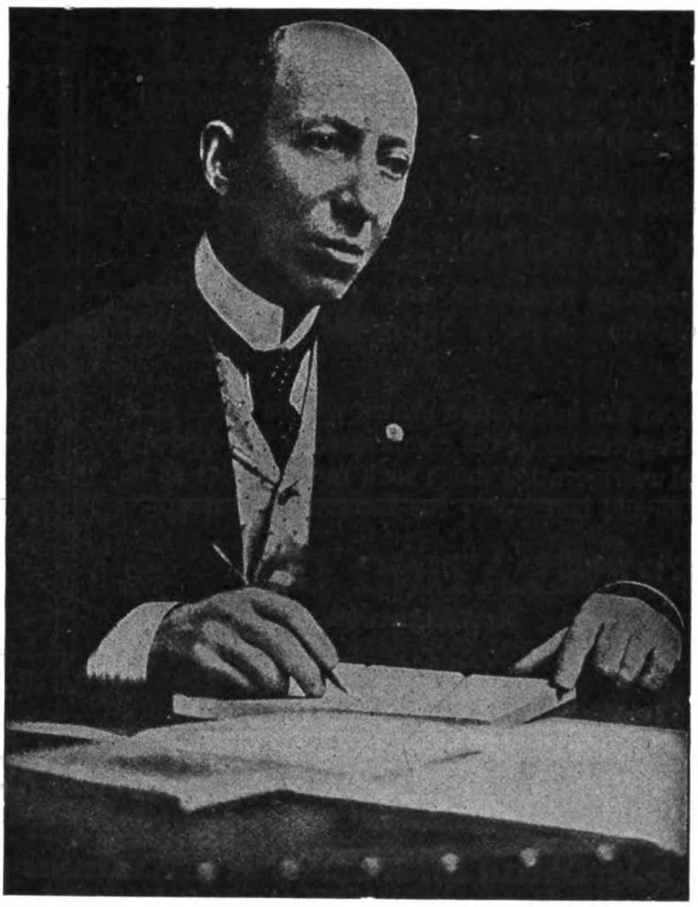
1922 MODEL

TURNBULL'S Automatic Cake Cone Machine

WE INSTALL our machines in your factory and teach you how to make cones
No expensive labor necessary in the operation of our Machines
Write for prices and information today so we can serve you in time for next season

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"Guessing Is Old Fashioned"



Be Sure—

Obtain the Expert Knowledge Contained in

Jake Friedman's Common Sense Candy Teacher

with enlarged supplement

Send Today for Copy of Fifth Edition Jake Friedman's Common Sense Candy Teacher With an Enlarged Supplement

PRICE
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THIS book treats fully upon the Ice Creams, Ices, Sherbets, Punches, the Crushed Fruits for the Fountain, Pointers for the Fountain man. The Matzapan Almond Paste work. Pointers on String Rock Candy, Log Cabin Roll, Marshmallows, both moonshine and Egg. Pan work, its Principle and both smooth and rough work, Lozenge work, Cream work of all kinds, Hard Gums, Jelly Gums, Principal formula on A. B. Gum work. Crystallizing Gum work. Almond Paste work, Cream Almonds, Cordial work, Gum paste work, Cocoanut work, Cinnamon Imperials, Pearled Caraway seeds and Pearled work. Marshmallow Eggs, Chocolate Coating, Blending, hand coating. Pure Cream caramels and cheap Caramels, Icing for caramels and commercial Caramels. Sponge Candy, Nonpareils. New styles of Nut and Fruit Goods. Goods for all kinds of Party and Banquet work. Jelly work, A. B. Gum work. Fudges of all kinds and prices, Honeycomb work of all Kinds. Pop Corn Valuable pointers to the workman, to the Employer. Glace work, Novelties for Easter, Fourth of July, Valentine's Day, Decoration Day, and all Holidays. Hand roll cream work. Nougats, Nougatines, Chicle Chewing Gum, its Principle, Formula, Jelly beans, Jelly pan work. Hard goods all kinds, Bar goods of all kinds and types, Burnt Almonds and Peanuts, Jordan Almonds, Kisses, Taffies, Brittles, Bon Bon work, Fig Work, in fact the Candy work to date and pointers on Window display and Shop work.

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For Sale by All Supply Houses

WM. M. BELL, Publisher

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Safeguard your Refrigeration Investment with a Norwalk

In these days of cautious buying, when every dollar spent must bring one hundred cents' worth of guaranteed value, the Norwalk Refrigerating Plant provides a combination of utility and protection which should not be overlooked.

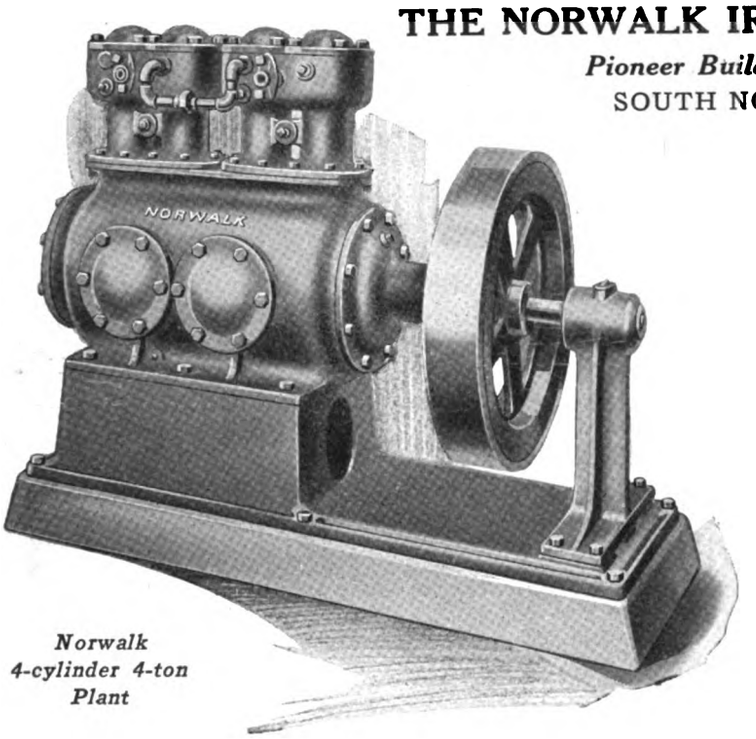
Norwalk refrigerating results are sure. The plant is strong, simple in design and trouble-free. It requires little space, calls for no tinkering and is always ready to give you perfect refrigeration without bother and at the lowest possible outlay.

Let us tell you what a Norwalk will do for you.

THE NORWALK IRON WORKS COMPANY

Pioneer Builders of Compressors

SOUTH NORWALK, CONN.



Norwalk 4-cylinder 4-ton Plant

Capacities, 1-4 ton to 10 tons

NORWALK

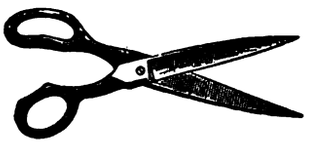
REFRIGERATING PLANT

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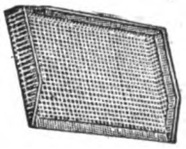
THE AUGUST MAAG CO.

BALTIMORE, MD.

Steel Candy Shears



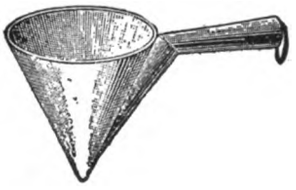
Sieve for Starch Work



Plain Sheet-Iron Peanut Roaster



Tin Funnel Dropper



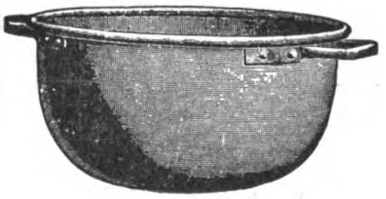
Pan Scraper



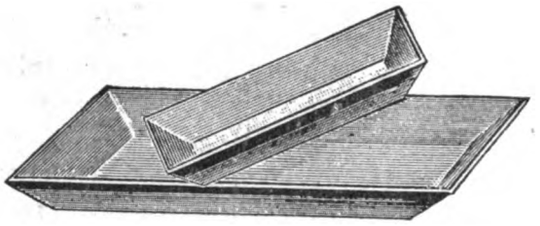
Cream Candy Scraper or Mixer



Copper Candy Kettles



CANDY PANS

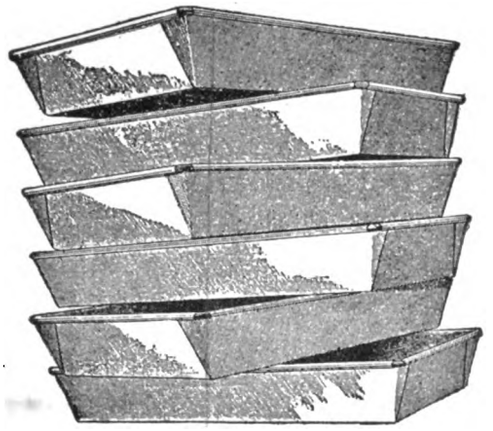


LARGE, 7½ x 21½ SMALL, 7¼ x 11½

Machine-made and free from scratches and marks usually found on hand-made pans

Uniform in size and finish. Made of Tin, Tin Nickel Plated, Brass, Brass Nickel Plated, also Lacquered or Imitation Brass

Crystallizing Pans
EXTRA HEAVY



Size 9½ x 15½ x 2½ inches. Weight 2 lbs. each

Corners not cut but turned over made of extra heavy 1 xxxx Tin, Machine made Screens for same if desired

We also Manufacture these pans of extra heavy Galvanized Iron

The most substantial pan on the market

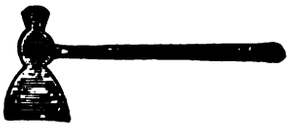
Headquarters for Fudge Pans, All Sizes

TAFFY AND CARAMEL PANS

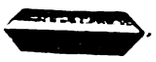


Wired Taffy
Taffy size, 11½ x 12½
Caramel size, 8½ x 12½

Candy Hatchet

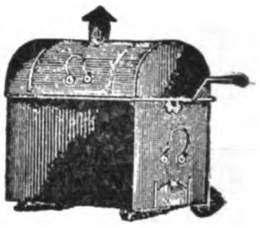


Partitions for Candy Pans

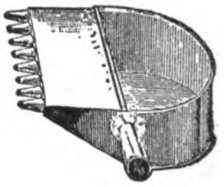


Tin
Brass

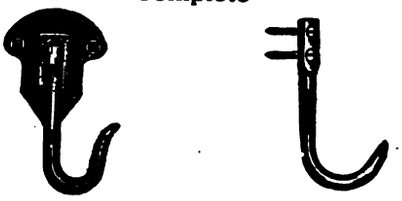
Peanut Roasters



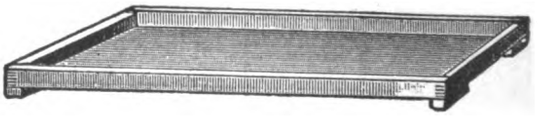
Tin A B Runners



Candy Hooks and Wood Screws Complete



Starch Boards



Manufacturers for the Jobbing Trade

Write for Catalogue **Large Stock Always on Hand**

Special Pans Made to Order. ***We do Metal Work of Every Description***

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ESTABLISHED 85 YEARS.

THOMAS BURKHARD, INC.

494 & 496 Flushing Ave., Brooklyn, N. Y.



Plain Kettle



Vacuum Pan



Tilting Kettle

The name "BURKHARD" is FAMILIAR among a large number of Candy Manufacturers throughout the United States and Canada—WHY?

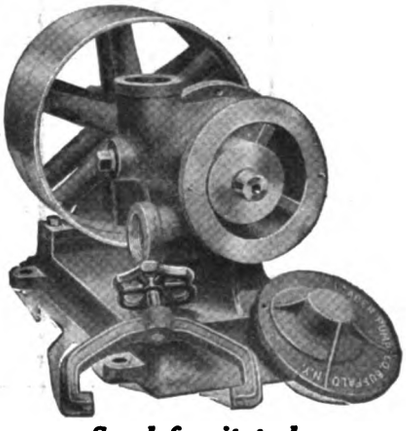
Because Burkhard for over fifty years made a SPECIALTY of Copper Work for the CONFECTIONER; ESPECIALLY High Pressure Copper Jacketed Kettles, MIXERS, VACUUM PANS, REVOLVING SUGAR COATING PANS, for COOKING and MIXING—CREAM, GUM, CARAMELS, NOUGAT, MARSHMALLOWS, FUDGE, FRUIT PASTE, FIG PASTE, COCOANUT WORK, JELLIES, LICORICE, SUGAR COATING ALMONDS, PEANUTS, JELLY BEANS, CHEWING GUM, COCOANUT, Vacuum Pans FOR HARD CANDY and MILK CHOCOLATE, etc. THE BURKHARD PRODUCTS are RECOGNIZED as a STANDARD of EXCELLENCE as they COMBINE "SAFETY" and "SERVICE."

We have WITNESSED the WONDERFUL GROWTH of the CANDY INDUSTRY and We feel Proud that our PRODUCTS were used to advance the industry.

WE WILL BE PLEASED TO HEAR FROM THOSE NOT FAMILIAR WITH OUR PRODUCTS.

"Inside Information"

on the best pump made for handling hot or cold syrups, chocolate, fondant creams, etc., is contained in our catalogue which awaits your request.



Send for it today

It is so easy to clean a
TABER PUMP

TABER PUMP COMPANY
290 Elm Street BUFFALO, N. Y.

Getting the Better of Your Competitor

¶ You and your competitor both pay for fuel to cook your candy and you both pay for labor to make your candy.

¶ If you can get more production than he out of the dollars you pay for fuel and labor, you have an advantage, *your candy costs you less per pound.*

¶ A poorly designed, inefficient furnace not only wastes fuel, but as well wastes labor. The greater that waste, the greater your loss. *If you are using an inefficient furnace your competitor may be getting the better of you.*

¶ If you are seeking lower production costs—If you want more pounds of candy for the dollar you spend for fuel and labor—*Ask us for our new book.*

MAKE BETTER CANDY FOR LESS MONEY

A Postal Will Bring It

IMPROVED APPLIANCE CO.
417 Kent Ave., Brooklyn, N. Y.

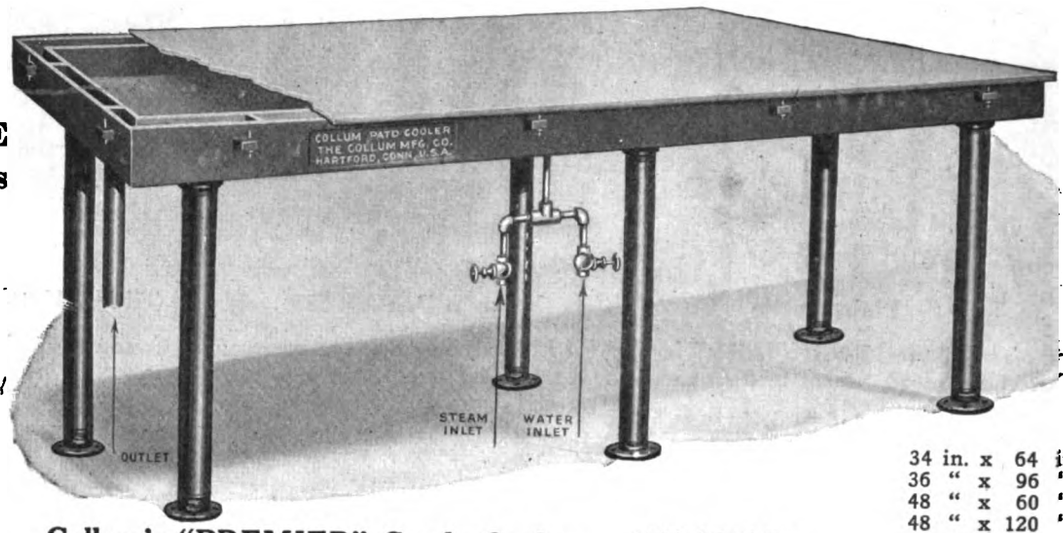
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COLLUM COOLERS

The Standard By Which All Others Are Judged

The New Perfected COLLUM LINE Improved Models

CANDY COOLERS AND CUTTERS
(PATENTED)



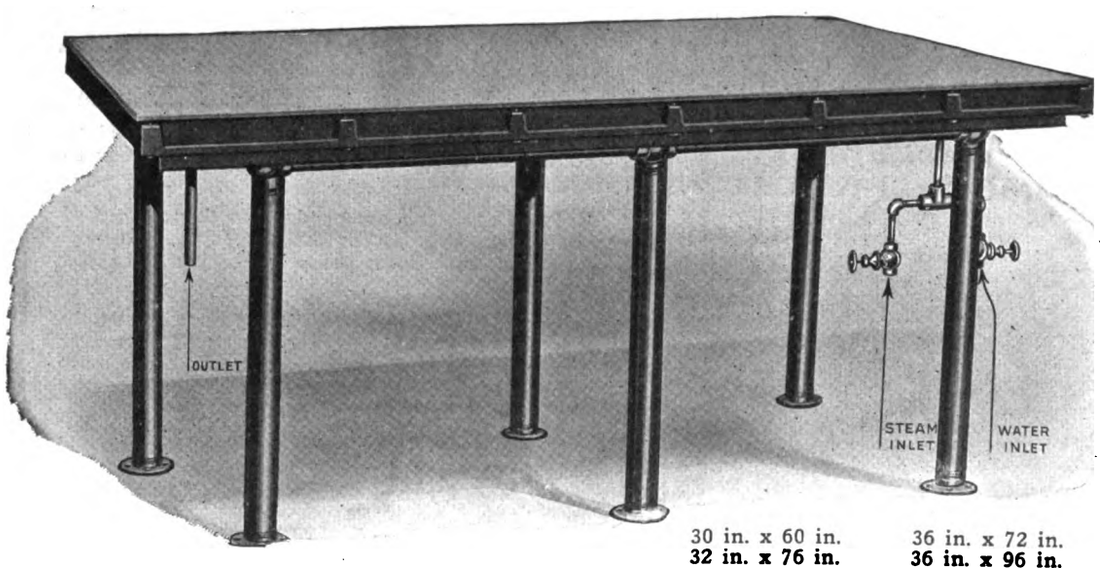
34 in. x 64 in.
36 " x 96 "
48 " x 60 "
48 " x 120 "

Collum's "PREMIER" Candy Cooler; Polished Steel Top; Cast Iron Bottom

A Record of a Half-Century is behind the great Success of THE COLLUM LINE

Scientific : Substantial : Enduring Construction

Once Used Never Displaced. Entire Satisfaction.



30 in. x 60 in. 36 in. x 72 in.
32 in. x 76 in. 36 in. x 96 in.

Collum's "20th CENTURY" Candy Cooler; Polished Steel Top; Cast Iron Bottom

The interior construction of our Coolers provides a continual agitation of the Water-flow, ensuring the uniform Cooling of Surface, and with the provision for interior Heat-expansion prevents the formation of "Air Pockets", consequently overheating never occurs; no Rubber or other Packing employed; nothing to wear out; a lifetime of Service.

Our PREMIER is unquestionably the BEST of all Coolers, whatever the excellence of others. Where a Cooler of less Cost is desired, our UNIVERSAL or 20-CENTURY would be chosen, being constructed on very similar general principles.

WITH IRON STANDS, COMPLETE

THE COLLUM MFG. CO.

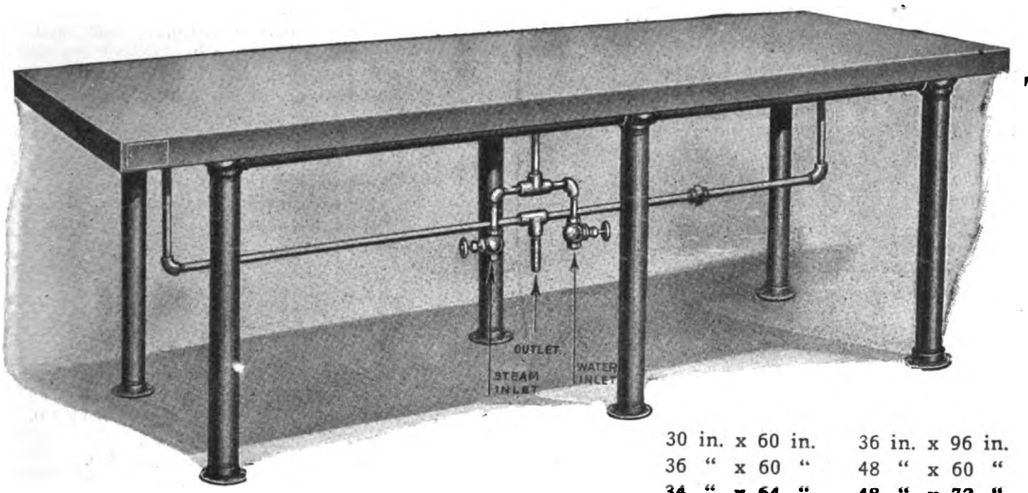
Manufacturers of CONFECTIONERS' MACHINERY AND EQUIPMENT

926 Main Street, Hartford, Conn.

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COLLUM COOLERS

Widely Imitated But Never Equalled



30 in. x 60 in.	36 in. x 96 in.
36 " x 60 "	48 " x 60 "
34 " x 64 "	48 " x 72 "
32 " x 76 "	48 " x 96 "
36 " x 72 "	48 " x 120 "

Recognized Throughout the Confectioners' Trade as "THE BEST" Since 1872

Faultless System of Inlet, Outlet and Circulation

Sanitary

Simple in Operation

COLLUM Coolers; A life-time of Service; Economical in operation; Satisfying in results; Essential improvements.

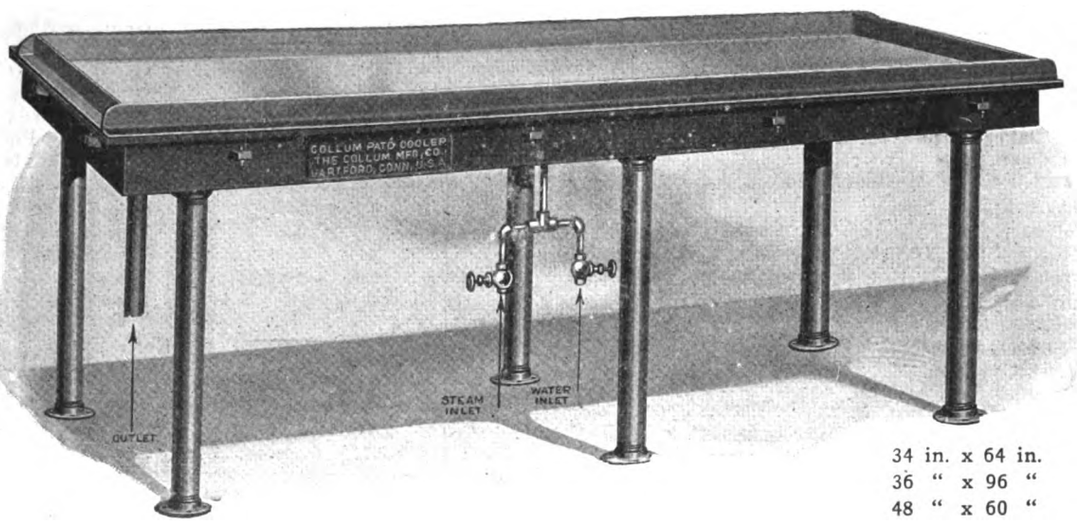
Collum's NEW MODEL "UNIVERSAL" Candy Cooler; Polished Steel Top; Steel. Bottom.

PATENT APPLIED FOR

Uniform, Unvarying Principle of Cooling Speed, Efficiency and Economy

Top Plates Readily Removed **Coolers Easily Cleaned**

Complete Lines Steel, Marble, Stone, Candy Coolers, Cream Coolers "Special" Cream Coolers, (Tilting Type) Iron Slab Stands; Steel Slab Bars; Adjustable Steel Cutters; Peach Blossom Cutters; Buttercup Cutters Smooth Base Cutters; Crimped Edge Cutters; Waffle Cutters



34 in. x 64 in.
36 " x 96 "
48 " x 60 "
48 " x 120 "

Collum's "PREMIER" Cream Cooler; Polished Steel Top; Cast-Iron Bottom.

Immediate Shipments. *For Further Particulars Write*

THE COLLUM MFG. CO.

926 Main Street HARTFORD, CONN. Established 1872

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CLASSIFIED DIRECTORY

See Index to Advertisements page 180

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Fleisher Co., W. L.
Sturtevant Co., B. F.

Artificial Flowers and Decorations
Netschert, Frank

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Herz Co., Alexander
Hollis & Duncan
Jonas, Alfred
Kirchheimer Bros. Co.
Royal & Co., Thos. M.
Select Paper Co.
Traver Paper Co.

Baskets and Boxes—Fancy
Cole Toy & Trading Co.
Michaelis & Sons, M.
Newman, F.
Tin Decorating Co. of Baltimore

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Monarch Nusbaum Paper Box Co.
Shoup Co., A. D.
Smith Co., Edw. S.
Youse Co., C. J.

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Gair Co., Robert
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Jonas, Alfred
Matthews Bros.
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Butter—Vegetable
See Cocoanut Butter

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Candy Cookers
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Mills & Bros., Thos.
Troemner, H.
York Heating & Ventilating Co.

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Cans—Tin—Plain and Lithographed
Bertels & Son Co., W. B.
Heekin Can Co.

Caps—Metal
National Seal Co.
Upressit Products Corp.

Carbon
Darco Corporation

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Chewing Gum
Beech-Nut Packing Co.
Glenn, J. W.
Walter Gum Co. (ball gum)
Wischmann, Wm. J.

Chocolate and Cocoa
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Croft & Allen Co.
Hershey Choc. Co.
Hollis, W. G.
Knickerbocker Choc. Co.
Lamont, Corliss & Co.
Lowney Co., Walter M.
Massachusetts Choc. Co.
Wilbur & Sons, H. O.

Chocolate Coolers
Dempsey Chocolate Cooler Co.
Friedman, J.
Mills & Bro., Thos.

Chocolate Warmers—Electric
International Electric Co.
Mills & Bro., Thos.

Coatings
See Chocolate and Cocoa

Cocoa Beans and Cocoa Butter
McGorlick, J. E.
Snyder & Wheeler
Von Dannenberg & Pick

Cocoa Press and Pump
Carver, Fred S.
Friedman, J.

Cocoanut and Vegetable Butter
American Cocoanut Butter Co.
India Refining Co.
Nucoa Butter Co.
Simonin Sons, C. F.

Colors—See Flavors and Colors

Confectionery Manufacturers
Advance Candy Mfg. Corp.
Ambrosia Choc. Co.
American Candy Co.
American Choc. Almond Co.
Arnould & Co., D.
Bacon Co., D.
Beech-Nut Packing Co.
Beich Co., Paul F.
Blome & Son, Geo.
Blue Ribbon Candy Co.
Brandle & Smith Co.
Brunell Co., Geo. J.
Casale & Son, G.
Cascade Industries Co.
Clifford Bros.
Close Co., Geo.
Collins Co., J. N.
Colonial Confy. Corp.
Cracker Jack Co.
Croft & Allen Co.
Dagget Choc. Co.
Debevoise, Walter W.
Dockman & Son, J. H.
Gallanis Bros.
Gardiner-Lucas Co.
Gimbal Bros.
Gold Brand Conf'y, Inc.
Goldenberg, D.
Hardie Bros.
Hawley & Hoops
Heide, Henry
Heidelberger Confy. Co.
Hershey Choc. Co.
Hildreth Co., H. L.
Hoefler's Centennial Chocolates
Hollis, W. G.
Holman Confectionery Co.
Hooton Choc. Co.
Horton Sweets Co.
Ideal Candy Co.
Josselyn, E. H.
Knickerbocker Choc. Co.
Lauer & Suter
Lewis Bros.
Lindt Choc. Co.
Lowney Co., Walter M.
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Manufacturing Co. of America
Massachusetts Choc. Co.
Metro Choc. Co.
Michelbach & Sons, E.
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Mountain City Candy Co.
Mueller Licorice Co., John
National Candy Co.
National Licorice Co.
New England Confectionery Co.
Ohio Confection Co.
Oswego Confectionery Co.
Paist Co., F. M.
Planters Nut & Choc. Co.
Pop Corn Products Co.
Quaker City Choc. & Confectionery Co.
Ralph Conf'y Works, Inc.
Reed Co., Eugene O.
Revere Preserving Co.
Rigby Co., H. J.
Robertson Candy Co.
Rochester Candy Works
Rochester Marshmallow Co.
Runkel Bros.
Shotwell Mfg. Co.
Slauson & Co., A.
Smith & Peters
Snows Candy Corp.
Stacy Co., O. T.
Taylor, W. E.
Virginia Nut Products Co.
Wallace & Co.
Washburn Co., F. B.
Westmoreland Candy Co.
Wilbur & Sons, H. O.
Williamsport Candy Co.
Wunderle, Philip
Ziegler Co., Geo.

Containers—Display
Gair Co., Robert
Hamlin-Fleischer Co.
Mono Service Co.
Sealright Co. (ice cream)
U. S. Printing & Lithograph Co.
Warren Co., P. R.

Corn Syrup
American Maize-Products Co.
Corn Products Refining Co.

Cream Coolers
Collum Mfg. Co.

Dispensers—Glass
McKee Glass Co.
Rotax Co.

Dragees
French Dragee & Specialty Co.

Dry Milk
Dry Milk Co.

Dry Room
Perkins Co., Elmer E.

Extracts—See Flavors and Colors

Flavors and Colors
Atlantic Importing Co.
Blanke-Baer Extract & Preserving Co.
Bush & Co., W. J.
Calco Chemical Co.

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Cincinnati Extract Works
Corrizo Extract Works
Downey, Turnquist & Co.
Foote & Jenks
Fries & Bro.
Fries & Bro., Alex.
Kohnstamm & Co., H.
Lueders & Co., Geo.
Monsanto Chemical Works
National Aniline & Chemical Co.
Ottens Mfg. Co., H. H.
Rockhill & Vietor
Ryland, H. C.
Sethness Co.
Sparhawk, Chas. V.
Tisco Co.
Todd Co., A. M.
Ungerer & Co.
Widmayer & Jungling

Formula Books
Bell, Wm. M.
Burgess Supply Co.
Rigby Pub. Co.

Fruits—Preserved, Glace, Pulps
Blanke-Baer Extract & Preserving Co.
Cincinnati Extract Works
Georgiades & Co., Christo
Jones Co., C. H.
Keystone Fruit Products Co.
Lyons California Glace Fruit Co.
Michaelis & Sons, M.
Sethness Co.

Gelatine
Atlantic Gelatine Co.
Crystal Gelatine Co.
Michaelis & Sons, M.
Milligan & Higgins Gelatine Co.
Sinclair, Harold A.
Swift & Co.
United Chemical & Organic Prod. Co.

Glass Dispenser
McKee Glass Co.
Rotax Co.

Gum Arabic and Tragacanth
Thurston & Braidich

Ice Cream Machinery
Allen & Co., J. W.
Maag Co., Aug.
Miller & Son, Franklin P.
Mills & Bro., Thos.
Thompson Machine & Supply Co.

Ice Cream Cone Machinery
Turnbull Cone Machine Co.

Ice Cream Powder
Ottens Mfg. Co., H. H.

Ice Cream Supplies
Allen & Co., J. W.
Dengler & Son, D. S.
Jaburg Bros.
Jones Co., C. H.
Maag Co., Aug.
Mills & Bro., Thos.
Ottens Mfg. Co., H. H.
Schall & Co.

Ingredients
Burgess Supply Co.
Confectioners' Cream Products Co.
Haug & Co.
India Refining Co.
Jahn Co., W. K.
Kay-White Products, Inc.
Nulomoline Co.
Ottens Mfg. Co., H. H.
Senneff-Herr Co.
Sethness Co.
Sinnonin's Sons, C. F.
White-Stokes Co.

Kettles—Copper Mixing
Acme Coppersmithing Co.
Bucyrus Copper Kettle Works
Burkhard, Thos.
Friedman, J.
Groen Mfg. Co.
Hamilton Copper & Brass Works
Holmberg & Co., Chas.
Hubbert, Bartholt H.
Keller Copper Works, Geo.
Kopperman & Son, Jos.
Mills & Bro., Thos.
Pennsylvania Copper Works
Savage Bros. Co.

Labels and Seals
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Dennison Mfg. Co.
Gair Co., Robert
St. Louis Sticker Co.
U. S. Printing & Lithograph Co.

Laboratory Specializing
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Burkhard, Thos. J.
Croll Mfg. Co.
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Hildreth Co., H. L.
Holmberg & Co., Chas.
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Kopperman & Sons, Jos.
Lambert Machine Co.
Letang & Co., Leon
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McLean Co., John
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Eppelsheimer & Co.
Friedman, J.
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Molds—Starch
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Michaelis & Son, M.
Schall & Co.
Shackman & Co., B.
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Paper—Confectioners'
American Lace Paper Co.
Bevan Co., W. W.
Birn & Wachenheim
Breuker & Kessler Co.
Carter, Rice & Co.
Chicago Carton Co.
Dennison Mfg. Co.
Euler & Bro., Franz
Hollis & Duncan
Liebs Co., L. A. (box wrappers and tops)
Matthias & Freeman Paper Co.
Milwaukee Lace Paper Co.
Nashua Paper Co.
Royal & Co., Thos. M.
Select Paper Co.
Traver Paper Co.

Peanuts
American Peanut Corp.

Peanut Blancher
Lambert Machine Co.
McLean Co., John
Mills & Bro., Thos.

Playing Cards
U. S. Playing Card Co.

Popcorn Poppers
Kingery Mfg. Co.

Popping Corn
Bradshaw Co.

Premiums
Calumet Mfg. Co.
Glavin Co., F .E.

Pump—Confectioners
Taber Pump Co.

Refrigeration
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Norwalk Iron Works Co.
York Mfg. Co.

Ribbons
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Sample Cases
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Shelled Nuts
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Dengler & Son, D. S.
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Show Jars
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Skewers
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Soda Fountain Supplies
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Senneff-Herr Co.
Sethness Co.

Special Cream Coolers
Collum Mfg. Co.

Starch Boards
Acme Box Co.

Sugar
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Franklin Sugar Refining Co.

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Jaburg Bros.
Jones Co., C. H.
Mills & Bro., Thos.
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Schall & Co.
Sealright Co. (carriers)
Thurston & Braidich
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Tin Foil
Lehmaier, Schwartz & Co.
Standard Rolling Mills Inc.

Tinsel Cord
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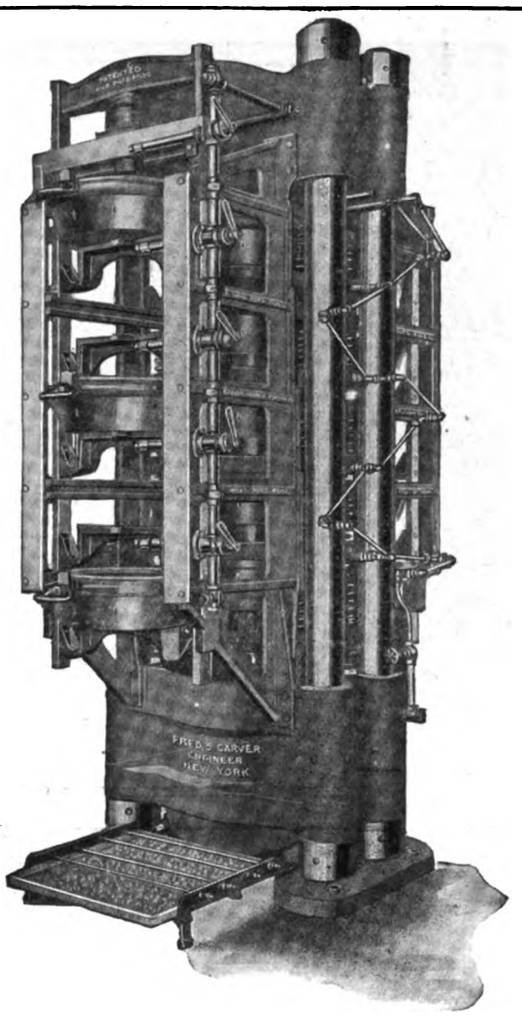
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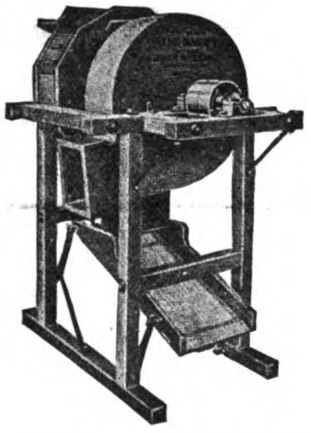
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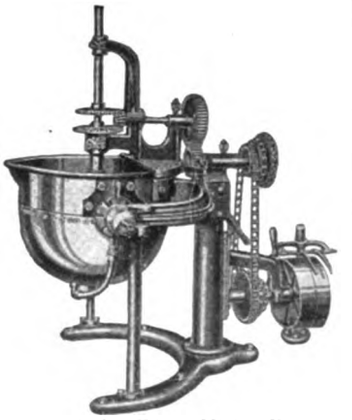
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Steam Jacket Mixing Kettle

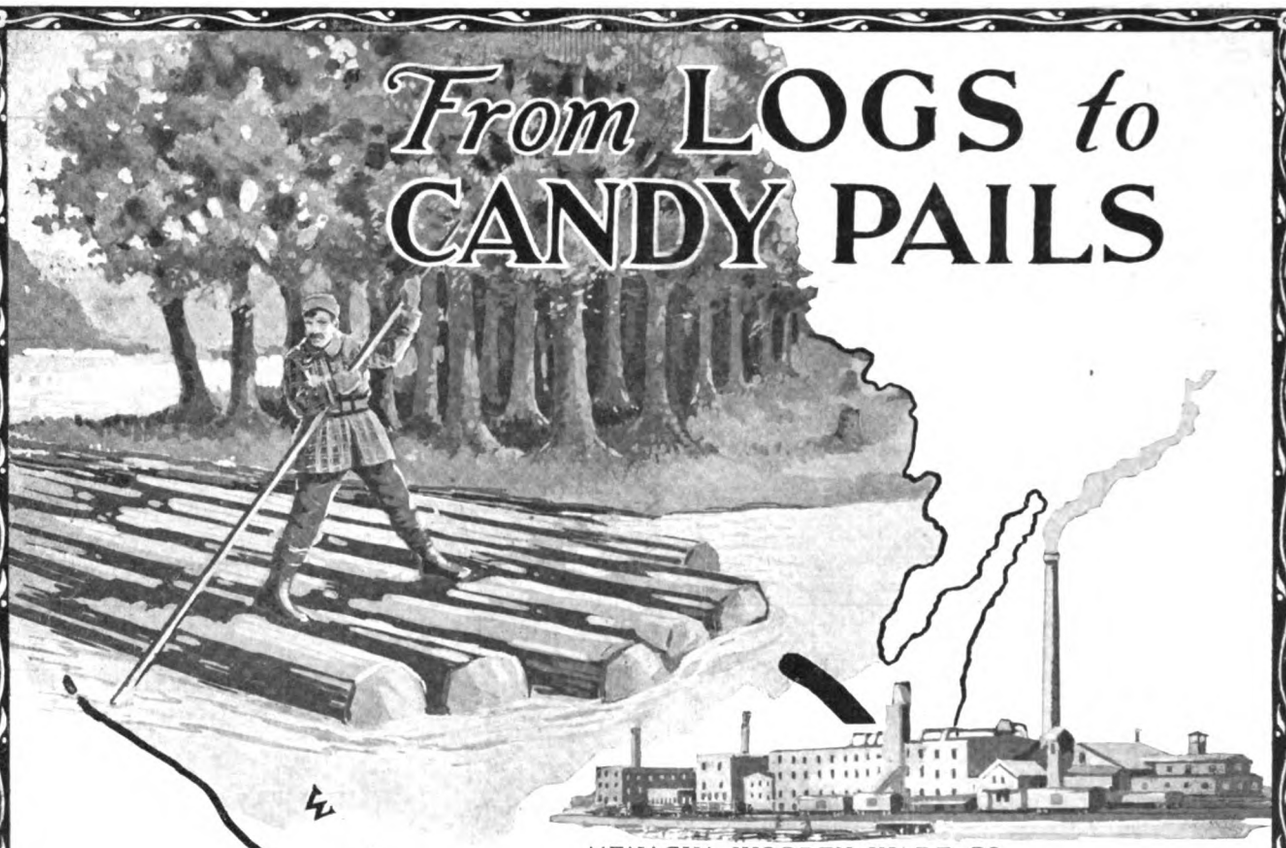

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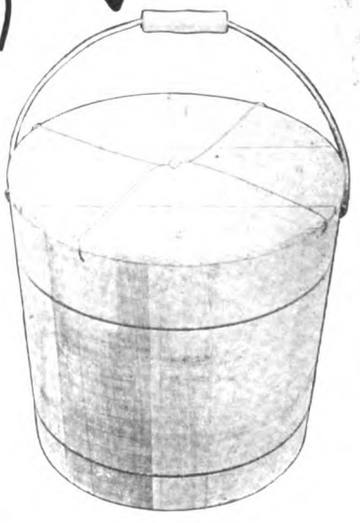
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MENASHA, WIS.

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We Made a Lot of Friends



when we introduced our line to the confectioners last month.

For over 45 years we have been making and refining vegetable oils. In the Margarine Trade—the most particular trade to serve—we have established an **International Reputation** as making the **Best Edible Coconut Oil** for use in their products.

Many Confectioners, appreciating the merits of our products, have solicited us to supply their trade. After thoughtful consideration, we have decided to offer the Confectioner,

Edible Coconut Oil Products

Under the trade names



Hard Coconut Oil
Melting Points 84° to 92°
for chocolates, caramels, taffies, nougats, etc. (various melting points to suit your purpose).



Plastic Coconut Oil
for fillers, centers, and sandwich work. Replaces butter better than any other product.



Edible Coconut Oil
for salted nuts, popcorn, chewing candies, slab dressing, cones, etc.; or wherever a sweet, neutral fat is required.

These products are now ready for prompt shipment. Their quality is guaranteed and backed up by our forty-five years of reputation and experience.

Write us today for samples and quotations and convince yourself of the quality and price.

C. F. Simonin's Sons

Established 1876

Tioga and Belgrade Sts., Philadelphia, Pa.

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NOUGINE

A perfect Cream
For Nougat Work

CARAMEL PASTE

Made from Purest ingredients.
Always Gives Satisfaction.
For Wrapped and Unwrapped Caramels

RICO MEXOLA

A Highly Concentrated imitation.
VANILLA FLAVOR



Our Goods
And
Our Statements
Are
Dependable
Our
Word and Reputation
Are
Back of Them
Let us hear from you

The W. K. JAHN COMPANY, Inc.

Brooklyn Phone 8035 Sunset. **Cable Address "Wakurt"**

Chicago
561 East Illinois Street

Brooklyn
Bush Terminal Building

Montreal, Canada
32 St. Sulpice St.

"The Pledge of Purity"

Creamy Quality *Temptation* Chocolates

TRADE MARK REG.

GALLANIS BROS. CHICAGO.

The candy that takes—clever in name, absolutely pure in manufacture, most delicious in taste. Jobbers need only apply for prices and catalogs.

GALLANIS BROTHERS, Inc.
1929-31-33 S. Halsted Street
CHICAGO ∴ ILLINOIS

Ask Your Jobber For Our

ONE CENT package of STAR MINT Lozenges and LITTLE GEMS

also our

Assorted Cocoanut Wafers, Chocolate Milk Candy Wafers, Royal Squares (Fudge), Peanut Slice, Boston Baked Beans Candy and Filcona 5 cent Bar.

Send for Samples and Prices

A. SLAUSON & CO. **280 Lafayette St., New York City**

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Confectioners Journal

Vol. XLVIII; No. 566
Established 1874

Philadelphia, Pa., March, 1922
Entered as Second Class Matter at the Post Office in Philadelphia Under Act of March 3, 1879

$3 a Year in Advance
Published Monthly

Skuse's Complete Confectioner

(eleventh edition)

Revised and Edited by W. J. Bush & Co., Ltd.

A practical guide to all branches of Candy Making.

Price, $5.00 Net

W. J. BUSH & CO., Inc.
370–7th Avenue
NEW YORK, N. Y.

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and Manufacturers of

Specialties in Licorice and Confectionery

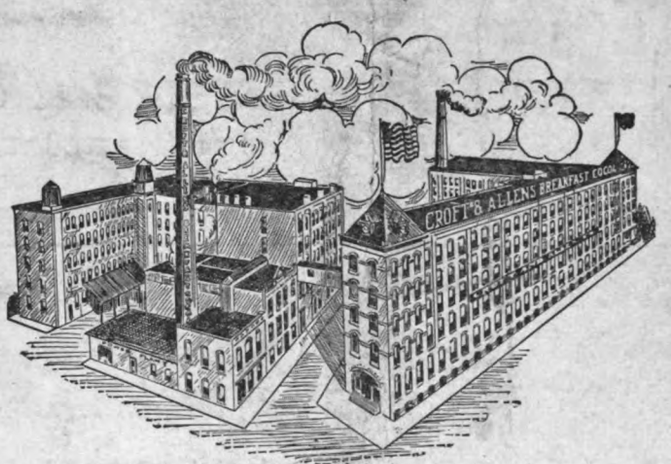
99 GOLD STREET
BROOKLYN, N. Y.

CROFT & ALLEN CO.

Manufacturing Confectioners

CHOCOLATES AND COCOAS

33d and Market Sts. PHILADELPHIA, U. S. A.



We make a line of Specialties that should be in every jobbing house in the United States:

500 Varieties of Penny Goods
50 Varieties of Pail Goods
100 Varieties of Nickel Goods

WRITE FOR PRICES

CENTENNIAL MEDAL AWARDED
ESTABLISHED IN 1840

HENRY TROEMNER

911 ARCH ST., PHILA.

Confectioners' Counter Scales and Weights



Fine Brass Scales, Nickel-Plated Scales, Brass Weights, etc., etc.
of the Finest Finish and Design
Brass Candy Shovels and Scoops
Price list sent on receipt of postage stamps
Western Agency
1315 Wabash Avenue CHICAGO

Natural

Pineapple Essence

from

the Natural Fruit

Our process produces the natural taste of the fruit in a highly concentrated form, **without** the use of foreign substances such as Cumarin, Vanillin, etc.

George Lueders & Co.
427 Washington St., New York

ESTABLISHED 1884

BRANCH OFFICE
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ROCKHILL & VIETOR

MAIN OFFICE
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Lemon Oil Orange Oil Spearmint Oil Peppermint Oil
Fruit Flavors Vanillin Coumarine Flower Waters

CONNOISSEURS USE

UNGERER'S VOLATILE OILS

AND FLAVORING INGREDIENTS

124 W. 19th Street, New York 326 W. Madison Street, Chicago 441 Arch Street, Philadelphia

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CHIC!



Easter Eggs
AND EASTER NOVELTIES

look better
taste better
stand up better
will not leak or crack
if they're made with

K-W Nougat Cream

Put up in 200 lb. barrels
100 lb. half-barrels
50 lb. kegs

Use KAY-WHITE PRODUCTS for Easter and for the rest of the year

KAY - WHITE PRODUCTS, INC.

8 West Broadway
New York

KAY-WHITE PRODUCTS INC. New York

Repetition is Reputation

YEAR after year we keep *Repeating* "Our Pat. 240 Satin" is "Second to None" for tying Candy Packages. *We make four other grades* but will always stand back of 240—Because

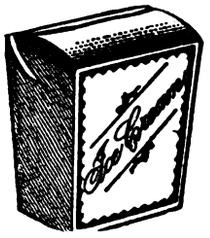
IT IS CONSTRUCTED RIGHT
WOVEN RIGHT
DYED RIGHT
FINISHED RIGHT
DELIVERED RIGHT

Tested for sixteen years and "Made Good"

Let us serve you at any time.
Widths 2-3-5-7-9-12-16

WHITE & CAMPBELL

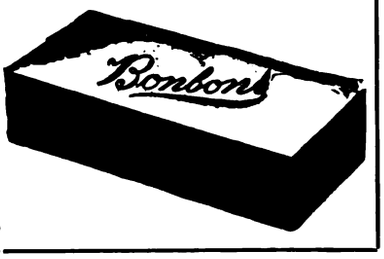
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Manufacturer of Ice Cream Boxes
— and —
Candy Boxes, Candy Bags

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LARGE OR SMALL CRYSTALS



ARTIFICIAL FLOWERS AND LEAVES

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ICING ROSES AND FLOWERS - PASTRY BAGS AND TUBES - WRITE FOR SPECIAL LIST

Cake Ornaments, Lace Paper, Paper Cases, Bon Bon Cups, Tin Foil, Candy Tongs, Birthday Candles, Candle Holders, Fancy Candy Boxes, Silk Lined Baskets, Costume Mottoes, Ice Cream Moulds, Tinted Motto Paper, Motto Verses, Glace Fruits, Leaves on Stem

Paper Baking Cups, Paper Sundae Cups — PRICES ON REQUEST

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PHILIP J. GEILFUSS



PREMIUMS, NOVELTIES AND TOYS

FOR THE MANUFACTURING CONFECTIONERY TRADE

Suitable for Penny Pieces, Prize Boxes, Grab Bags, Ring Sticks, etc., etc.

CALUMET MANUFACTURING COMPANY

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Every time you fill a Sealright Paper Container with bulk ice cream, you can give only exact measure and no more.

Every time "milady" carries ice cream home from your fountain in a Sealright Paper Container, she's so pleased and delighted, she is bound to advertise her pleasure to her friends. Can't say such good things about the paper pail! 'Nuf sed.



Furnished in FIVE SIZES
Order Thru Your Jobber
Write Us For Samples



SEALRIGHT CO., Inc., Fulton, N. Y.

Largest Manufacturers in the World of Cylindrical Liquid-Tight Paper Containers

Established 1898

The House for the Popular Candies

"Jordan Almonds"
and
Pan Specialties

Send for Samples

Manufacturers of

Sugar Coated Raisins

G. CASALE & SONS
21 Dodworth St., Brooklyn, N. Y.

MARRONS

WINTER TIME IS MARRON TIME

Imported Whole Marrons in Vanilla Syrup, all ready for Draining and Glacéing.
Marron Pieces in Vanilla Syrup—for use in Ice Creams, Nesselrode and at the Fountain.
Try whole Marrons for Chocolate Dipping.

Europe's Favorite Confection

No really exclusive shop can afford to be without

Marrons Glacès
Marron Sundaes
Nesselrode, Etc.

Packed—
In No. 10 Tins—Net weight—**Marrons** (exclusive of syrup), 5½ lbs.
In No. 5 Tins—Net weight—**Marrons** (exclusive of syrup), 2¾ lbs.

MARRONS FOR SUNDAES—
6, ½ gal. Jars to Case

NESSELRO SUNDAE
The right mixture of Marrons and fruits blended with a special Rhum punch flavor—for the fountain.



G. B. RAFFETTO, Inc.
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NEW YORK CITY

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The right packings—
the right qualities
and the right prices!

Everything about Reyam Brand

"Whole-and-Broken"
Maraschino Style

Cherries

And Small Whole Select Maraschino Dipping Cherries, 900 to 1400 Count

Is absolutely right and we guarantee that this is so.

Whenever you even think cherries, think of Reyam Brand, and you can't go wrong. We are recognized **cherry headquarters,** and back up all claims with actual facts!

Delicious Pineapple Wedges

The choicest to be had—melt cream perfectly and promptly.

In syrup for dipping in cream and chocolate. Cut in small, uniform wedge shape pieces, easy to handle—no extra cutting to dip. Fine for eating—about 1400 pieces to each gallon.

***White*—natural pineapple flavor**
***Green Color*—mint flavor**
***Orange Color*—orange flavor**

Pineapple Hearts

Luscious and tender—bright in color and as delicious as a Pineapple Fritter. New process. Packed in 25 and 50 lb. boxes.

Pineapple Debris

For center work without a peer. Packed in 500-lb. barrels and priced startlingly low.

GLACE CHERRY PIECES—well-drained, bright color, superb quality.

BROKEN ASSORTED GLACE FRUITS—25 lb. pails.

PINEAPPLE PIECES—WHOLE GLACE CHERRIES.

NEW: SEMI-GLACE WHOLE CHERRIES AND SEMI-GLACE BROKEN CHERRIES.

WRITE TODAY FOR LATEST LOW PRICE LIST; WE CAN SAVE YOU MONEY EVERY TIME.

The Cincinnati Extract Works

422-424 W. Fourth St. CINCINNATI, OHIO



Nowadays It Is Quality

with fair prices that count—ROBERTSON'S will make you friends and customers on that basis.

Made since 1820.

ROBERTSON CANDY CO.
New York

BRAD'S
TIP TOP
SELECTED WHITE RICE
POPPING CORN
TRIPLE WINNOWED
PACKED BY
BRADSHAW CO
NEW YORK

POPPING CORN

Selected White Rice, also JAP hull-less, or Baby rice, 100 and 150 lb. sacks, spot stock or field shipments, sack, ton, or car lots.

Bradshaw Co.
New York

If

You Can Sell

any caramels, you can sell

Daisies

A sample will convince you
Write for it

E. H. Josselyn
714 N. Durham Street Baltimore

ROBERT KENNEDY

Manufacturer of

Narrow Silk Ribbons

456 Fourth Ave. NEW YORK

RIBBONZENE

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We Offer Complete and Attractive Line in St. Patrick and Easter Novelties

An Idea and Creation. Something Different in Window Showing for the purpose of displaying all kinds of Candies. MADE IN BOTH METAL AND WOOD COMBINATIONS

FANCY BOXES, including Hearts made from Paper, Silk, Satin Tapestry with Figures, &c.

BASKETS, in the latest Floral and Figure effects, lined, unlined and hand painted.

Dressed Dolls, in all the latest Fashions, and, with Electric Light Attachment.

Tin Boxes, oblong, round Paper covered and hand painted in great variety, both Flowers and Figure Designs of all of the latest up-to-date Sensations.

We are sole distributors in the United States and Canada for the original manufacturer of High Class Satin Hand-painted Plain and Pillow Top Candy Boxes. We will show most attractive and entire new designs in this line.

If you cannot call, it will pay you to write us for quotations, samples and particulars before placing your orders.

M. MICHAELIS & SONS 466 and 468 Broadway, N. Y.

BRANCH HOUSE: 229 South Second Street, PHILADELPHIA, PA.

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Easter Specialties

The demand throughout the country for all kinds of **candies** will continue to grow during the **New Year,** but more rapidly than during the past year.

Our industry is again assured of an abundant supply of sugar and other raw materials at lower prices and we, therefore, are able to sell our products at reduced prices.

We request that those of our customers whom our salesmen do **not** usually **reach early** in the season kindly send us their orders as **soon** as **possible** for all those **EASTER SPECIALTIES** which they have found to be **good sellers** in many past years, and which they would like to handle again this coming season.

OUR EASTER SPECIALTIES

as well as **all our other confections,** will continue to prove, as they have for so many years past, to be

"THE BEST" { **EATING,** **SELLING,**

and

Most Profitable Goods for { **JOBBERS and** **RETAILERS.**

SUITABLE for all CLIMATES

We guarantee all our products to be absolutely free of all adulterants used by imitators of our goods and infringers upon our trade mark rights.

PH. WUNDERLE 118-132 Pegg Street, Philadelphia

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Chocolate Dipping Paper

PORCELAIN FINISH

Grade W

For hand work—NOT embossed:

500 lbs.	250 lbs.
14c lb.	15c lb.
100 lbs.	**Less**
16c lb.	20c lb.

Stock Sizes
10x14 12x12
12x18

Grade 31

For penny and bar goods:

500 lbs.	250 lbs.
14c lb.	15c lb.
100 lbs.	**Less**
16c lb.	20c lb.

Stock Size
15½x35

Grade K B

For high-grade Enrober Work:

500 lbs.	250 lbs.
15c lb.	16c lb.
100 lbs.	**Less**
17c lb.	21c lb.

Stock Size
15½x35

Grade J

For hand work—PLAIN or to be EMBOSSED:

500 lbs.	250 lbs.
18c lb.	19c lb.
100 lbs.	**Less**
20c lb.	23c lb.

Stock Sizes
10x14 12x12
10x35 12x18

Grade Y R

For high-grade Enrober Work—PLAIN or to be EMBOSSED:

500 lbs.	250 lbs.
20c lb.	21c lb.
100 lbs.	**Less**
22c lb.	25c lb.

Stock Sizes
15½x35
15x35¾

ROLLS: Grade W can be furnished in 24" and 30" widths.
" 31 " " " " 15½" and 31½".
" KB " " " " 15½" and 31½".
" J " " " " 10-12-14-15-30" widths.
" YR " " " " 15-15½-23½-24-24½-30½-31½".

Average Cost Per Thousand Sheets—500-lb. Lots

Grade W—10x14	$3.08	Grade J—10x14	$3.60
12x12	3.08	12x12	3.60
12x18	4.90	12x18	6.25
		10x35	10.80

PLAQUE SIZES—Grade KB—15½x35 ..... $13.50
" 31—15½x35 ..... 14.28
" YR—15½x35 ..... 17.60
15x35¾ 17.60

SPECIAL SIZES MADE TO ORDER—SHEETS OR ROLLS

CHOCOLATE DIPPING PAPER

OUR PORCELAIN FINISH

gives the high finish on the bottom of chocolates so much desired. May be used many times. It will OUT WEAR any other paper on the market. Stock sizes, 10 x 14, 12 x 12, 12 x 18, 15½ x 35, and 15 x 33¾. ENROBER Papers, Sheets and Rolls with and without eyelet; plain or embossed. Odd sizes made to order. Order your Embossed Dipping Paper as early as possible to avoid delay Samples cheerfully sent on request.

CARTER, RICE & CO. (Corporation), BOSTON, MASS., U. S. A.

EMBOSSED DIPPING PAPER QUOTATION GIVEN ON REQUEST
ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE

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The Country Home of

HORTON SWEETS CO. INC.
RIDGEFIELD PARK NEW JERSEY

After the Storms of 1921

RAYNBOWS

PREMIERS—DANDY CANDY CIGARETTES

and a Full Line of

Licorice and Sugar Specialties





Candies FOR Kiddies

Washburn's

COCOANUT BISCUITS *and* MACARETTES

have been the country's standard for over sixty years.

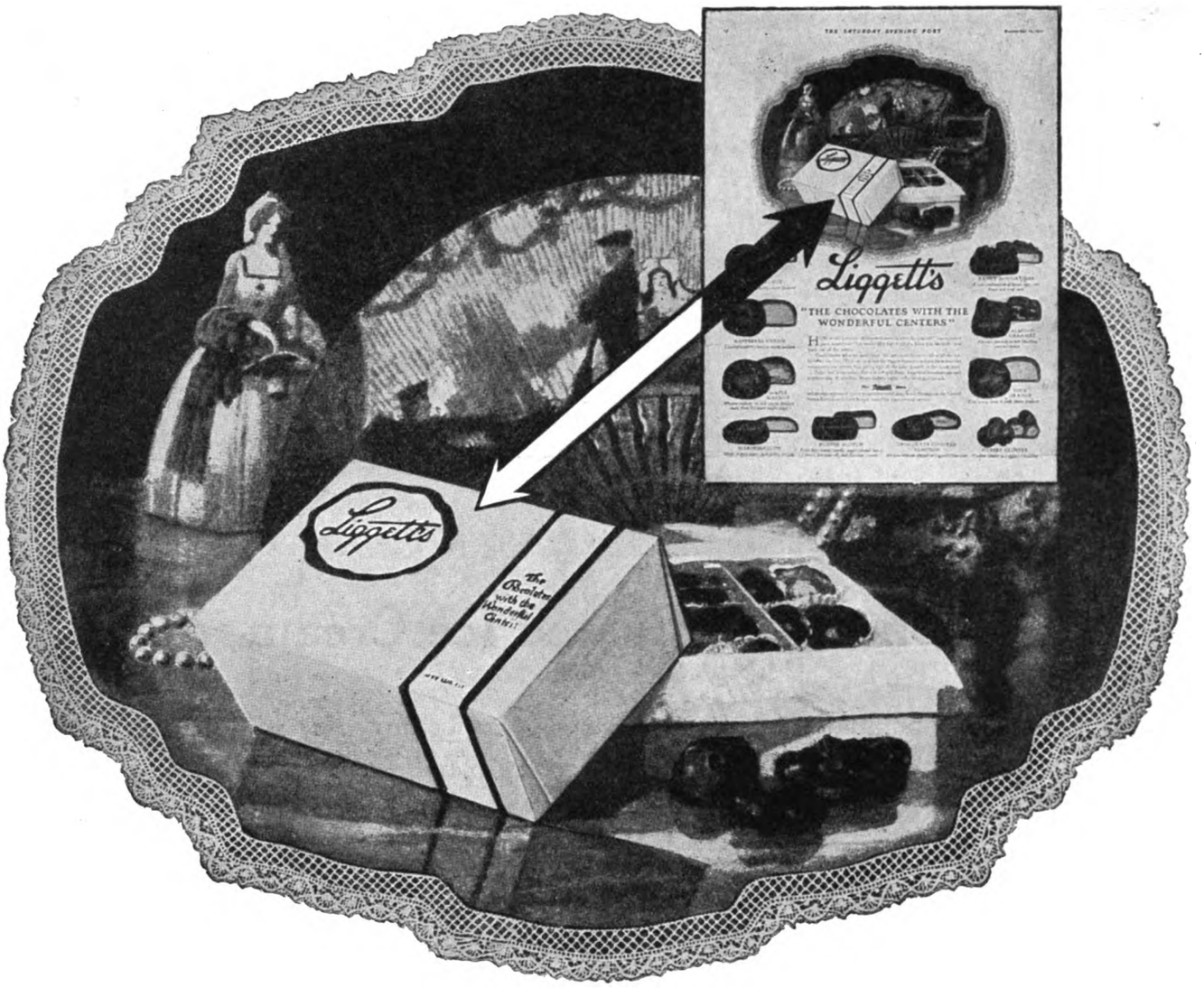
Recent increases in manufacturing capacity now enable us to fill all orders promptly.

Bigger Pieces
Better Prices
Quick Shipments

F. B. Washburn & Co., Brockton, Mass.

Established 1856

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Advertising the package as well as the candy

ADVERTISERS are realizing more and more that their package is almost as valuable an advertising feature as the product itself.

The wrapper in the above illustration was made by the Robert Gair Company. Gair wrappers, labels, and folding boxes are used by scores of leading confectioners who realize the importance of the package as a salesman.

Your package meets the consumer face to face. It should attract his attention, and make him *want* your product. It should reflect the superior quality of your candy.

We will give *your* design utmost distinction by vivid, accurate, colorful reproduction—or our experts will create an entirely new design for you.

Gair service covers every essential of package merchandising: Folding boxes, Labels, Lithography, Corrugated and Solid fibre shipping cases.

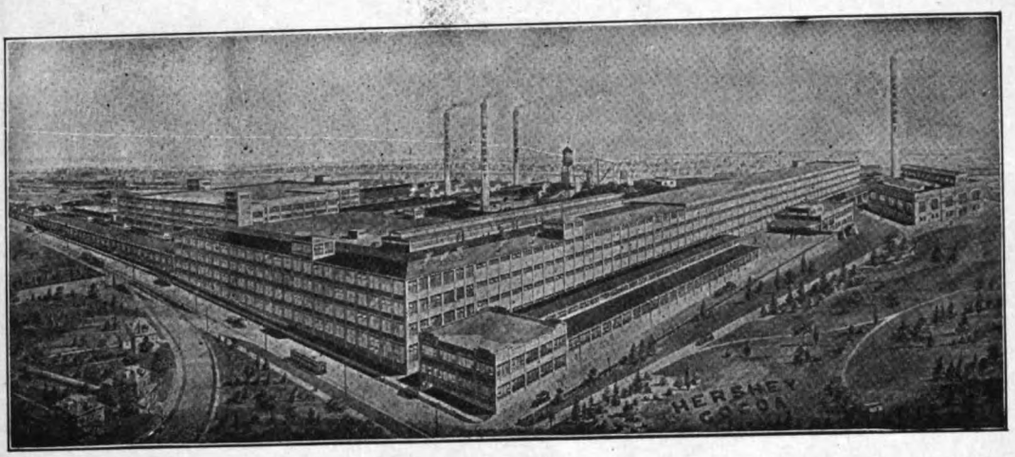
Send a postal for your copy of "Scientific Selection of Package Designs"

ROBERT GAIR COMPANY

350 Madison Avenue, New York

CHICAGO PHILADELPHIA BOSTON BUFFALO

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Chocolate Coated Ice Cream

This popular combination has swept the country like wild fire from coast to coast, and we think every manufacturer who does not get into the game while the getting is good is making a serious mistake. In our opinion, Milk Chocolate eats best on Ice Cream and after many experiments in our Laboratories we have finally produced a very satisfactory Milk Coating for this purpose which is ready for use. Of course, your success in this matter will largely depend on the quality of chocolate used, and as we have for more than twenty years enjoyed the reputation of making the best MILK CHOCOLATE, our advice is to start right by using HERSHEY'S.

Any quantity from a case to a train load ready for immediate shipment.

Prices and samples on request.

MILK COATINGS *SWEET COATINGS* *LIQUORS* *COCOA BUTTER*

HERSHEY CHOCOLATE COMPANY
HERSHEY, PENNA.

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LA CELLOPHANE

(Reg. U. S. Pat. Off.)

"The peerless package wrapping paper"

The power of appeal is accelerated by its use.

FRANZ EULER & CO.
173 LAFAYETTE STREET
NEW YORK

You Get the Benefit

OF OUR NEARLY

40 Years' Experience

THROUGH OUR

Co-operative Service

Bring Your Flavor Problems to

Foote & Jenks
EXPERT FLAVOR SPECIALISTS
Jackson, Mich.

ANNOUNCING
THE NEW

JUMBO WONDER

The Penny Piece Without a Rival

We are NOW at your service with this remarkable line of

EASTER GOODS

Milk Choc. Bunnies
Choc. M M Jelly Eggs
Choc. Peanut Eggs
Choc. M M Rabbits
Jelly Eggs
Colored Eggs of all sizes

WALTER W. DE BEVOISE

163-165-167-169-171 Carlton Ave., Brooklyn, N. Y.

Manufacturer of Candies that sell.

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Easter April 16

KEYSTONE BRAND

Just in Time for Easter Candies

Keystone Quality will give you 100% satisfaction because every product is backed by the entire Keystone organization. We can ship promptly for Easter—provided you order now.

Dipping Cherries

The inimitable Keystone process insures proper cordialization and insurance against swelling, running or leaking.

Crushed Fruits for Cream Centers

Prepared to prove super-rich, super-delicious and most economical. The extra richness is in the process.

Don't Risk "Last Minute" Deliveries. Order Now

Dept. C-1

Keystone Fruit Products Co.

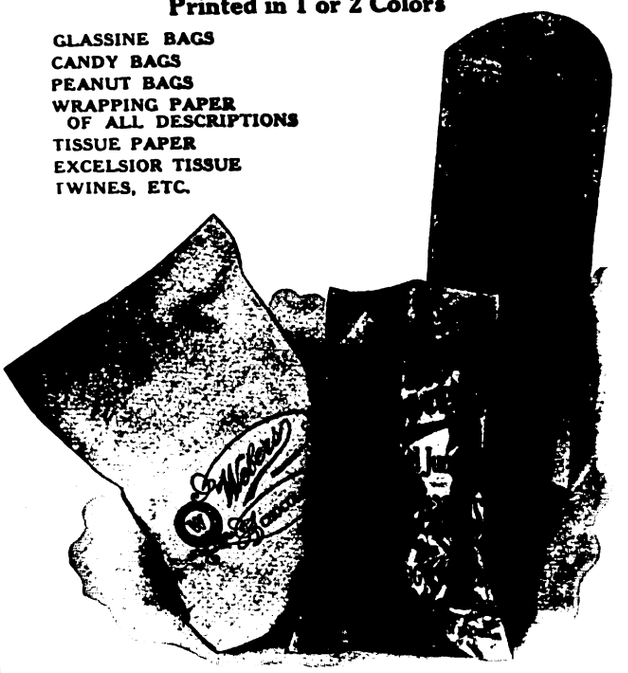
Manufacturers of
Soda Fountain Fruits, Concentrated Fruit Syrups and the Famous Marshmallow Frost.

Cincinnati, Ohio

PAPER BAGS

For Peanuts, Bulk or Bar Confections—Plain or Printed in 1 or 2 Colors

GLASSINE BAGS
CANDY BAGS
PEANUT BAGS
WRAPPING PAPER OF ALL DESCRIPTIONS
TISSUE PAPER
EXCELSIOR TISSUE
TWINES, ETC.



KIRCHHEIMER BROTHERS CO.

DEPT. B.

Ohio and Kingsbury Sts. CHICAGO, ILL.

UNION EXTRACT WORKS

Our 40 years experience has taught us there is always a buyer for a quality product.

Try some of our leaders

Roman Punch Flavor Egg Nog Flavor
Raspberry Fruit Flavor Maple Flavor
Honey Flavor Vanilex

WRITE FOR PRICES

WIDMAYER & JUNGLING

successors to

MERGENTIME & LAMM, 158 Chambers St., N. Y.

SILVER DRAGEES

PRICE LIST

Case Lot prices (100 Boxes to Case).

Boules	000.	@ $2.60	per box
"	00.	" 2.50	" "
"	0.	" 2.40	" "
"	1.	" 2.00	" "
Grains	2b-up to 7.	" 1.40	" "
"	de Ble	" 2.00	" "
"	de Riz	" 2.00	" "
"	D'Avoines	" 1.40	" "
"	D'Lentils	" 1.40	" "
Amandies	Natural	" 2.00	" "
All other	sizes	" 1.40	" "

Shipments of 5 Cases we allow 20c off each box from above prices.

FRENCH DRAGEE & SPECIALTY CO.

201 West 13th Street, New York City.
Tel., Watkins, 339.

DARCO

REG. U.S. PAT. OFF.

The Refining, Purifying, Deodorizing, Decolorizing CARBON

HIGHLY EFFICIENT — AMERICAN MADE

Candy manufacturers and bottlers are invited to consult with our experts, who will be pleased to explain how DARCO effects great economies in production.

DARCO CORPORATION

(Controlled by Atlas Powder Company)
WILMINGTON, DELAWARE

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SPECIAL ANNOUNCEMENT

THE BISCUIT AND CRACKER MANUFACTURERS' ASSOCIATION has decided to hold its Convention in Chicago, May 29-31, 1922.

This makes the schedule complete as follows:

National Confectioners' Association, May 24-26
Associated Retail Confectioners of the United States, May 22-24
National Jobbing Confectioners' Association, same week
Biscuit and Cracker Manufacturers' Association, May 29-31

National Confectionery and Associated Industries Exposition May 22-27

For the benefit of the Biscuit and Cracker Manufacturers a special exhibition will be arranged for them to last through the dates of their Convention, for which many exhibitors in the Confectionery Show will hold their exhibits over, and others serving exclusively the Biscuit and Cracker Manufacturers will be added.

STILL THEY COME

Space for the Confectionery Show continues to be taken rapidly. At the present writing the following exhibitors have taken space:

Aluminum Co. of America
American Oven & Machine Co.
American Plastic Products Corp.
Aridor Company
Atlantic Gelatine Co.
Jos. Baker Sons & Perkins Co.
Bear-Stewart Co.
Bendix Paper Company
Blanke-Baer Extract & Preserving Co.
Emil J. Brach
Bucyrus Copper Kettle Wks. Co.
B. H. Dunn & Company
Candy Craft Shops, Inc.
Candy & Ice Cream
Candy Jobber
Candy Manufacturer Pub. Co.
Clarke's Candies
A. M. Collins Mfg. Co.
Confectioners Journal
Confectioners Mercantile Agency
Conley Foil Company
Cordley & Hayes
Downey-Turnquist & Co.
Thomas W. Dunn Company
Essex Gelatine Co.
Fortune Products Co.
Franklin Sugar Refining Co.
Gallanis Brothers
J. W. Graf
Grand Rapids Label Co.
Haug & Co. Inc.
Hobart Mfg. Co.
Hudson Mfg. Co.
Ideal Cocoa & Chocolate Co.
Improved Appliance Co.
International Confectioner
Johnston Tin Foil & Metal Co.
Kay-White Products, Inc.
Kearns-Gorsuch Bottle Co.
H. Kohnstamm & Co.
Lehmaier Schwartz & Co.
Listerated Gum Corp.
Merrell-Soule Sales Corp.
Milwaukee Paper Box Co.
Milwaukee Printing Co.
National Aniline & Chemical Co.
National Art Company
National Licorice Co.
National Seal Co.
Northwestern Confectioner
E. & A. Opler, Inc.
Henry H. Ottens Mfg. Co.
Panay Horizontal Show Jar Co.
Paramount Machinery Co.
Runkel Brothers, Inc.
E. J. Schleicher Paper Box Co.
S. E. Schonwasser Co.
H. Schultz & Co.
Senneff-Herr Co.
Sethness Company
Harold A. Sinclair
Smith Scale Co.
Snows Candy Corp.
Soda Fountain
Stadler Photographing Co.
Wm. J. Stange Co.
Swift & Company
Tin Decorating Co.
United Chemical & Organic Products Co.
Vacuum Candy Machinery Co.
Voorhees Rubber Mfg. Co.
Vortex Mfg. Co.
L. Weiscopf
John Werner & Sons, Inc.
White-Stokes Company
H. O. Wilbur & Sons, Inc.
Williamson Candy Co.

It is no longer a question whether the big hall will be filled. It will.
For you, Mr. Manufacturer, the question is merely whether you want to pick the space you want or take what is left later on.

If you want to satisfy your choice as to location write, or better, wire at once to

EXPOSITIONS COMPANY OF AMERICA

1362 Congress Hotel, Chicago, Illinois

TELEPHONE HARRISON 0205

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EASTER SPECIALTIES

The kind Jobbers and Retailers will feel proud to sell, and Consumers enjoy to eat.

Penny Choc. Cocoanut Cream Eggs 120
In 30 lb. Pls. and 5 lb. Bxs.

Penny Choc. Marshmallow Eggs 120

Penny Choc. Rabbits 120

Crystal Bunnies 120
Vanilla & Strawberry

5c Choc. Cocoanut Cream Eggs
Unwrapped

5c Lucille Hand Coated Choc. Eggs
in the Following Flavors
Cocoanut, Pineapple, Fruit Sherbet and Maple Walnut

5c Carmelo Eggs, Marshmallow and Caramel

5c Lucille M. M. Eggs

5c Choc. Nut Eggs

5c Assorted Wrapped Fruit Eggs
Strawberry, Pineapple, Cocoanut and Maple Walnut

WONDERFUL LINE OF DECORATED EGGS IN ALL SIZES
5c, 10c, 15c, 25c, 50c, 75c, $1.00, $1.25, $1.50, $2.00 and $2.50

SEND YOUR ORDERS TO US. OUR SALESMAN WILL CALL.

HEIDELBERGER CONFECTIONERY CO.
1610-30 N. MASCHER ST. PHILADELPHIA, PA.



STAND-UP
for Caramels



Gives better results than Caramel Paste or Caramel Cream at considerably less expense. Caramels in which **Stand-Up** is used will always cut free, never become sticky, and have that delicious chew so desirable in this class of goods.

Stand-Up does not contain one ounce of Glucose or Corn Syrup which usually forms the main ingredient in all so-called Caramel Creams or Pastes.



Samples or Sample Order Shipped Promptly



HENRY H. OTTENS MFG. CO., INC.
129-131 S. Front St., Philadelphia, Pa.
Canadian Factory: 3 Jarvis St., Toronto

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LOOK FOR THE NAME



Exact size—Weight, 3 oz.

Michelbach's

Avoid Imitations—
insist on MICHELBACH'S
Original Fruit and Nut Loaf

This specialty is a winner and a big repeater. It is packed full of the finest varieties of fruits and nuts, together with the finest grade of cream and coated with chocolate.

Let us know your requirements and we will quote you price and advise when we can ship.

Packed full of
Fruits & Nuts



Made of Cherries, Pineapple, Black Walnuts and Cream, Coated with Chocolate and wrapped in tin foil.

For Easter Trade

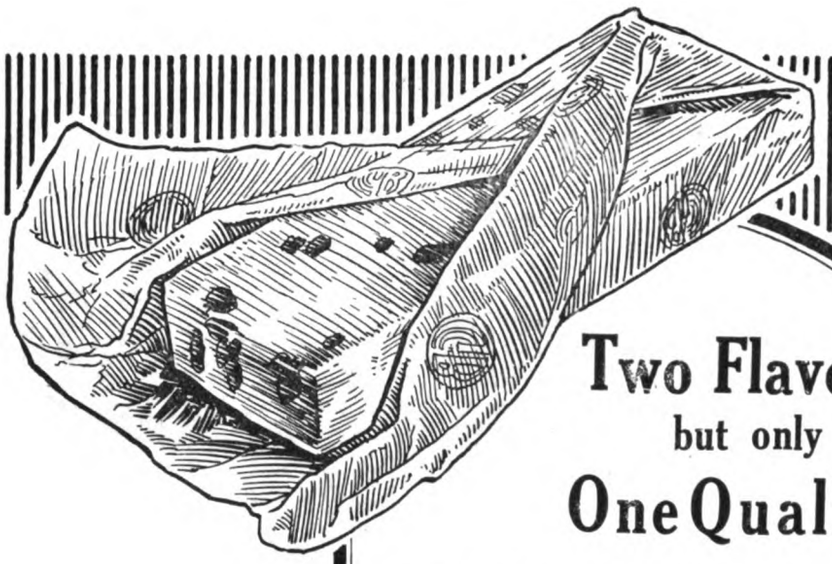
This article is also being made in the shape of an Easter Egg.

WRITE FOR SAMPLES

E. MICHELBACH & SONS

Philadelphia, Pa.

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Two Flavors but only One Quality

5¢

GOLD BRAND Nougat comes in two tempting flavors—for all folks' tastes are not alike. But there's only one GOLD BRAND quality. And that's the quality that has made it the swiftest-selling Nougat Bar.

Choicest sugar and finest syrup—purest flavors and meatiest nuts—specialized manufacture in sanitary surroundings—and a bigger bar at a better price—

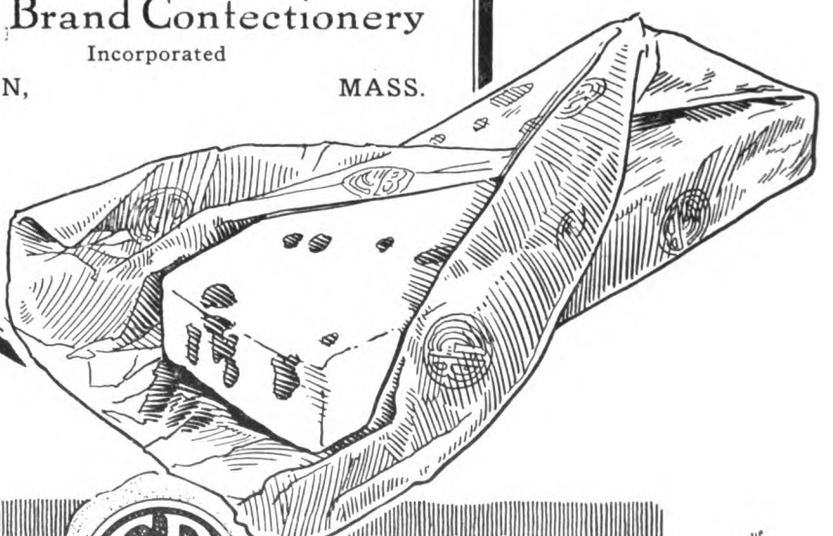
These have made GOLD BRAND the "buy-word" for Nougat Bars—to the greater profit of every dealer and jobber handling the line.

Your order for quick shipment or your request for samples will be filled IMMEDIATELY. Write!

Gold Brand Confectionery
Incorporated
BOSTON, MASS.

"A Handy Dandy Candy"

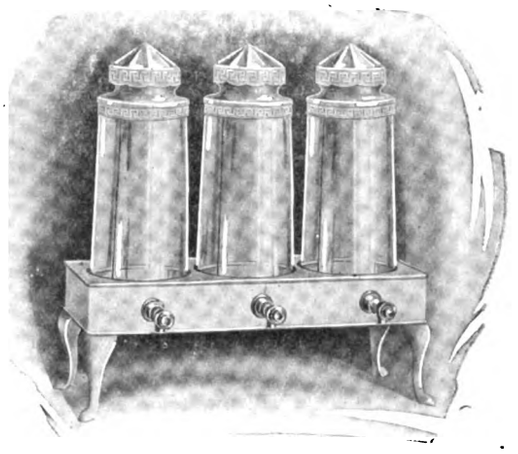




GOLD GB BRAND
NOUGAT BAR

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Greater Display Possibilities!



"ROTAX" COMBINATION DISPENSERS

DISPLAY *and* ADVERTISE

your Syrups in a manner that catches the buyer's eye like the one lighted house in the row of dark ones.

Built with 2, 3 or 4 one gallon jars of crystal clear glass, with air-tight covers that keep the Syrup as fresh as in the original bottle.

Equipped with free-flowing, self-closing faucet—or the ROTAX "FOOL-PROOF" faucet that measures the exact quantity of syrup that you want in each drink.

Write at once for catalog showing wide range of SUPERB Coolers and Dispensers.

ROTAX COMPANY, Inc.

384 East 133rd Street NEW YORK CITY

OUR SPECIALTIES

AMERICAN MAIZE PRODUCTS COMPANY
CRYSTAL CORN SYRUP
AMAIZO
TRADE MARK
43
CHICAGO

AMAIZO Confectioners' Thin Boiling and Moulding Starches

AMERICAN MAIZE PRODUCTS CO.

135 William Street NEW YORK

111 W. Monroe St. CHICAGO

Quaker City Easter Goods

Jelly Eggs

Penny Choc. Cocoanut Cream Eggs

Penny Choc. M M Eggs

5c DOROTHY FRUIT EGGS

5c DOROTHY M M EGGS

5c ASSORTED FRUIT EGGS

(Foil wrapped)

DECORATED EGGS

LARGE ASSORTMENT OF SIZES AND DESIGNS

THE FAMOUS AND ORIGINAL 5c RUFNUT EGG

QUAKER CITY CHOC. & CONF. CO. - Philadelphia, Pa.

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"The Sign and Seal of Purity"

THE TRIBUNE INSTITUTE, of the New York Tribune, which has long been fighting in the cause for wholesomeness in food products, has set the seal of purity and goodness upon Beech-Nut Horehound Drops. The Institute says:

> "Typical of the fruit-flavored hard candies, so excellent for the slow delights of 'sucking,' are Tabs, Charms and Beech-Nut Fruit Drops, that come to us from the best candy makers. The three samples selected from this big class of wholesome, clear candies are the Beech-Nut Horehound Drops, with 80 per cent. pure sugar, only burnt-sugar coloring and pure horehound flavor. . . ."

Beech-Nut Fruit Drops and Mints are always purchased rapidly where superior flavor and purity are most prized. Display them prominently in your store and let these candies make friends for you. Comfortable profit margin.

BEECH-NUT PACKING COMPANY
Canajoharie New York

Beech-Nut

Confections

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Your Dealers and Jobbers *can be assured* that your chocolates, even if softened by extreme heat, will always retain their color. You can give them this assurance if you use

HAEHNLEN'S HARDENER

Full information and quotations on request

Manufactured by
L. S. Haehnlen
3817 Wyoming Street, St. Louis, Mo.

Sole Distributors
Haug & Co., Inc.
295 Broadway, New York City

VAN-MUL

A HIGHLY CONCENTRATED VANILLA

Made of **MEXICAN BEANS** and Fortified
Will Not Freeze or Cook Out

3 drams (10 cents) Flavors 100 lbs. Candy
½-oz. (7c) Flavors a 5½-Gal. mix of Ice Cream

MANY SATISFIED USERS

Can be made into an Extract by adding warm water—1 pound makes 2 gallons.

PRICE—PER POUND

1 pound Containers $5.00
5 pound Containers 4.50
Special Contract Price ORDER NOW

True Fruit Extracts

STRAWBERRY	APRICOT	$7.50 per gallon in 6-gallon cases—one kind or assorted.
RASPBERRY	PEACH	
BLACKBERRY	GRAPE	
LOGANBERRY	CURRANT	
PINEAPPLE	CHERRY	

Downey-Turnquist & Co.
Manufacturing Chemists
SODA WATER FLAVORS TRUE EXTRACTS
537 N. Dearborn St., Chicago, Ill.

We make a line of

Easter Specialties

IN

Penny Goods

ALSO

Jelly Eggs and
M. M. Pan Eggs

Penny Goods of Hard Candy
M. M., Cream and Jelly

The Blue Ribbon Candy Co.
749-51-53-55 W. Pratt St.
BALTIMORE, MD.

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The Caramel Maker's Ambition

IS TO PRODUCE

Soft, Tender, Palatable Cast Caramels

That will run uniform.
That will not grain off.
That will stay soft and tender.
That will not break through the coating.
That will not "tail" in casting.
That will have the real caramel flavor.
That will not cost excessively.

WHITE STOKES P.K.K.

(PERFECTION KARMEL KREME)

is especially adapted to cast caramel requirements, is equally good for sized and cut goods, and is unexcelled for making caramels for wrapping machine work and for fudge goods.

In Barrels (about 625 pounds) or in trial packages (Kegs about 160 pounds).

Write us for sample caramels, formulas, and prices.

Chicago
154 W. Lake St.

White Stokes Company, Inc.

Brooklyn
253 36th St.

CORN PRODUCTS REFINING CO. CONFECTIONERS CRYSTAL CORN SYRUP (UNMIXED) U.S.A.

Unexcelled for Cooking Qualities

Corn Products Refining Co.
17 Battery Place NEW YORK

Oil Lemon
Oil Orange
Oil Peppermint
Oil Sweet Birch
Vanillin
Coumarin

TRUE FRUIT FLAVORS
CERTIFIED COLORS

H. C. RYLAND

ESSENTIAL OILS

52 Laight Street, New York

Chicago Office: 2704 Greenview Ave.

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Pack Your Chocolate Filberts or Conserved Fruits in Boxes Like These

Candy in these boxes sells "big"—*first,* because of the good candy inside, and *secondly,* because of the irresistible attractiveness of the box itself. Women are buying these boxes by the million everywhere and are using them as handy containers for all sorts of things. That's why they feel they're "finding money" when they get one of these boxes filled with a pound of *your* candy. Hitch your sales to the extra "pull" of these boxes. Phone, telegraph or write your order to-day.

SPRING CHICK BOX

In any quantity	1 lb. size	$20.00 per 100
In any quantity	2 lb. size	$20.50 per 100

NASTURTIUM BASKET

In any quantity	2 lb. size	$20.50 per 100
In any quantity	5 lb. size	$33.50 per 100

THE TIN DECORATING COMPANY OF BALTIMORE, MD.

(The Largest Metal Decorating Plant In The World)

MANUFACTURER OF

TINDECO

Decorated Tin Packages



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For Pure Vegetable Butters

Stick to the ORIGINALS

KoKoReKa

Parasub

Ko-Nut

And Be Assured of Quallity and Uniformity

KoKoReKa

is a pure vegetable butter used for thinning chocolate, caramel work, nougats, butter scotch, chews and fudges.

Ko-Nut

is king for salted nuts, a pure sweet neutral nut fat for roasting salted nuts, popcorn, slab dressing, kisses, chewing candies, ice cream cones and as a filler.

For Easter Work Use

PARASUB

Melting point, 98 degrees.

It is a hard stock substitute for paraffine and excellent where a quick selling fat is required such as in Easter Work, penny dipping, lower priced chocolate work, popcorn work, caramels, kisses, chocolate covered ice cream bars.

Our Demonstrators

are practical men with years of experience. At any time you meet difficulties with your goods, write us. Our demonstrators will advise you, and if desired will, when in your city, work out your problems in your factory.

Write for Free Booklets

"Science in Confectionery." Also for our new special literature, "Uses and Abuses of Chocolate Coating;" "How to Salt Peanuts and Popping Corn with Ko-Nut."

Free samples of our goods on request

INDIA REFINING CO.

PHILADELPHIA

ORIGINAL Manufacturers of Refined Cocoanut Oil Products in the United States

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Count Goods

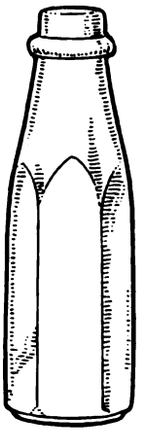
We shall continue to manufacture practically the same line as was formerly put out by the old Continental Candy Corporation, improving our product where possible, and seeing to it that our goods are right in size, right in count, right in pack and right in price.

We are quite content to let you prove these facts by our continued business relationships.

SNOWS CANDY CORPORATION C. 1922
213 East Illinois Street
CHICAGO

This Bottle Has Something In It!

QUALITY



PROFIT

(Life size)

AND THERE IS NO "KICK"
in our one cent gum bottles.

Samples and prices to jobbers only

J. W. GLENN
Original Manufacturer
PURE CHEWING GUM NOVELTIES
66 Carroll Street Buffalo, N. Y.

Easter Specialties

SOMETHING NEW

CHILDREN'S EASTER BOX

Artistic Decorated Eggs, filled with fork-dipped Chocolates; Fruit and Nut Eggs containing Glace Fruits and California Walnuts.

5c and 10c Eggs wrapped in tin foil

Cascade Industries Co., Inc., Cascade, Maryland
Manufacturers of BLUE MOUNTAIN CHOCOLATES
Pure as Nature

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Bacon's List of Easter Novelties

10c. Choc. Cream Rabbits
10c. Choc. Cream Fiddlers
10c. Choc. Cream Hogs
10c. Choc. Cream Cats
10c. Choc. Cream Roosters
10c. Choc. Cream Squirrels
5c. Choc. Cream Rabbits
5c. Choc. Cream Porkers
5c. Choc. Cream Crosses
(All Goods Are Solid)

Full Line of Easter Eggs from 5c to $5.00, Plain and Decorated

PENNY CHOCOLATE CREAM EGGS
PENNY CHOCOLATE M M EGGS

Manufactured by
The D. Bacon Company, Harrisburg, Pa.
Write for prices.

HEADQUARTERS FOR Peanut Specialties

All Big Sellers and Good Money Makers

Send Your Order—For Prompt Shipment

Choc. Peanut Cluster Bars	100 to box—46c
Ever Best	100 to box—55c
Cocoanut Toasted Bars	100 to box—55c
New York Jumbos	120 to box—60c
Choc. Peanut Chips	120 to box—60c
Choc. Peanut Cluster Bars	24 to box—46c
Virginia Nut Krisps	24 to box—60c

Sugar Toasted Peanuts—Packed in 40-lb. cases or barrels, weighing about 200 lbs.

Prices Sent Upon Request

Virginia Peanut Product Co.
79-81 Delevan Street Brooklyn, N. Y.



PINEAPPLE CUBES

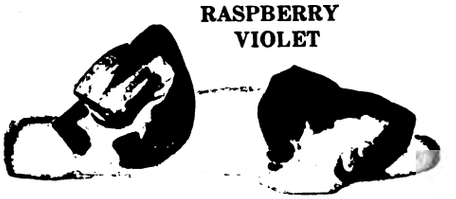
FOR DIPPING

Packed in No. 12 (Gal.) Cans Gallon Glass Jars

8 Flavors - 8 Colors

CREME DE MINT	GREEN
ORANGE	ORANGE
MARASCHINO	RED
LEMON	LEMON
NATURAL	NATURAL
GRAPE	PURPLE
RASPBERRY	RED
VIOLET	VIOLET

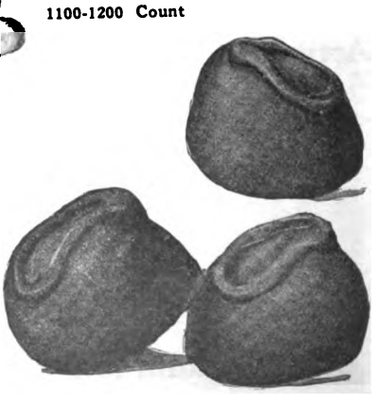
Wonderfully Delicious!



Two Sizes
800-900 Count
1100-1200 Count

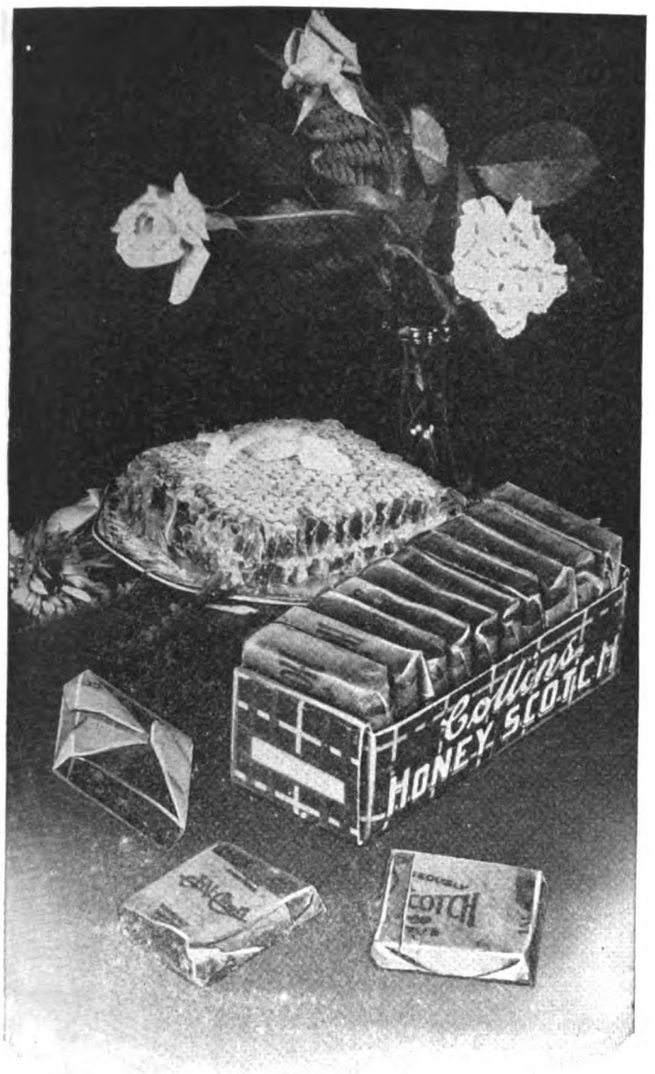
Processed right to cordial when cream dipped and chocolate covered
(Note illustration)

Order a case—6 cans assorted flavors—*Today*
Prices and results will more than please you.



Blanke-Baer Extract & Preserving Co.
3224-34 South Kingshighway St. Louis, Mo.

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Collins HONEY SCOTCH

(*Improved Butter Scotch*)

A quality candy specialty. Six years of constantly increasing sales. Sold by jobbers from coast to coast and from Minneapolis to New Orleans.

The Scotch Without Regrets For Summer Trade

5c 10 pieces to a boat
30 boats to a box
24 boxes to a case
Also bulk, in 10 and 20 lb. cases

Samples and Prices on Request

J. N. COLLINS CO.
Minneapolis, Minn.

Effective March 15, 1922

Cracker Jack

"The More You Eat—The More You Want"

5c

Effective March 7, 1922

ANGELUS Marshmallows

"One Taste Invites Another"

10c

At these prices you will double and treble your business on these National Favorites. Put your orders in early to insure ample stocks.

The Cracker Jack Co.
CHICAGO and BROOKLYN
Makers of Cracker Jack, Angelus Marshmallows and Reliable Brand Confections

10c



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Packed 24 to box—Retails for 5c.

AFTER LUNCH MINT

Has a thick, delicious chocolate coating and a smooth, creamy center. Another one of our Big Profit Repeaters. Already a Big Demand. Sold to Jobbers only.

Makers of Cocoanut Cream Squares

Très Bien

Makers of Chocolate PEANUT CHEWS [Registered]

MANUFACTURED BY

D. GOLDENBERG

2935-37 Frankford Ave. Philadelphia, Pa.

MATTHEWS BROS.

MAKERS OF

Plain and Fancy Candy Boxes
Cartons and Folding Boxes

OF ALL KINDS

115 HOPKINS PLACE

BALTIMORE, MD.

CLOVER BRAND LOZENGES

Clover Mints Clover Mints

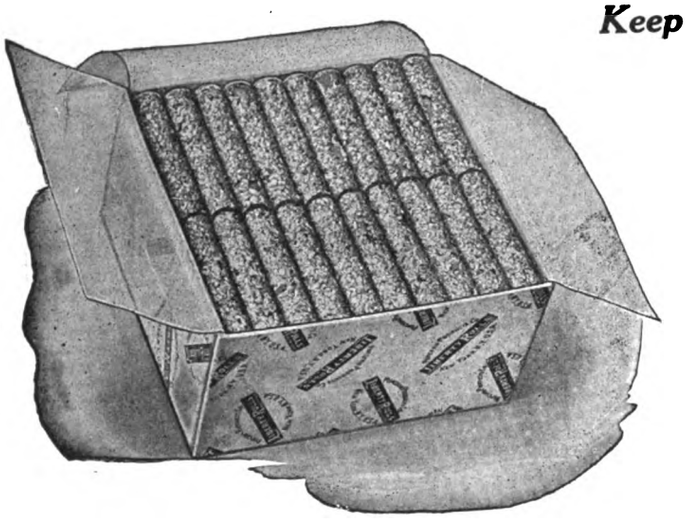
Medicated Work a Specialty

Specialties

Cigarettes	Chop Sticks	Bon Bons
Diadems	Cachous	Penny Roll Lozenges
Penny Roll Cachous	Floral Dainties	Beauties
Milo Cigarettes	Chocolate & Printed Wafers 10 for 1c	

CLOVER WAFER ROLL 5c

SMITH & PETERS Philadelphia



Keep your trade well supplied with

LIBERTY ROLLS

REG. U.S. PAT. OFF.

POPCORN CIRCLES

and

KRISPO BARS

PACKED 120 COUNT

The "Steady Repeater" of the Popcorn Industry

Manufactured and Guaranteed by

The Popcorn Products Co., 1 Desbrosses St., New York

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RASCALS

TRADE MARK REGISTERED

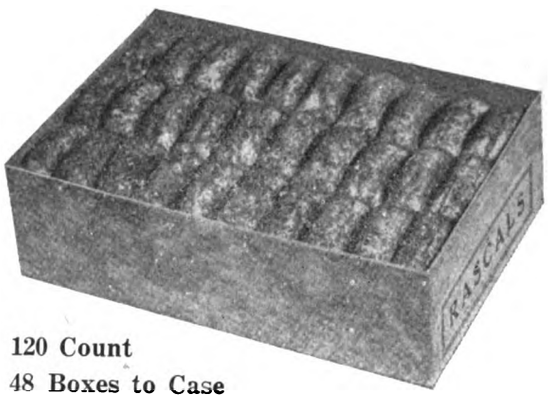
Nutritious



Delicious

A PENNY SUMMER SPECIALTY with a *COME-AGAIN* flavor

Rascals are different from any other candy you ever tasted. There's a rich, smooth Virginia Peanut Butter that you'll appreciate when a Rascal melts in your mouth. It's a good sized mouthful of creamy deliciousness, covered with fresh toasted cocoanut.



120 Count
48 Boxes to Case

RASCALS Sell Best Because They Taste Best When the Weather Is Warm

RASCALS were a novelty last year, and a few hundred quick-acting jobbers cleaned up splendid profits. This year RASCALS are an established success and everybody can share in it. Put your stock in early—get your customers to taste some and you'll keep coming back to us for more all through the season.

Write today for samples and prices



Actual Size RASCAL
Bigger and Even Better Than Last Year

PENN TREATY CONFECTIONERY CO.

135 Vine Street, Philadelphia, Pa.

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BEN FRANKLIN SAID—

PROMISES will get you friends, but non-performance will turn them into enemies.

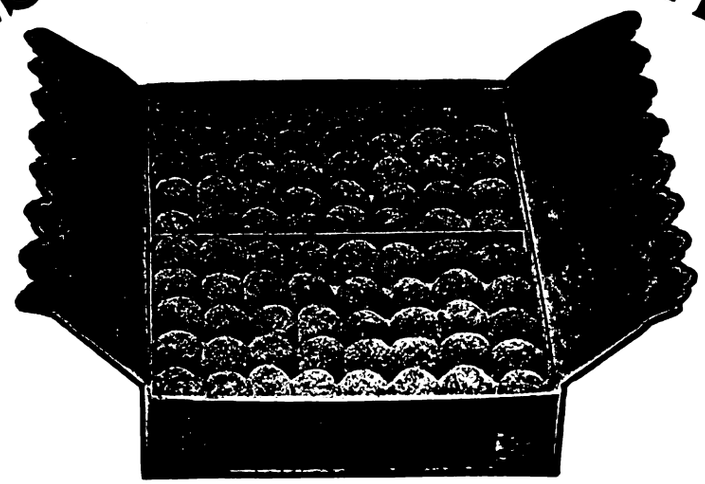
The friends we have made in forty years of business stand as evidence of the fact that we fulfill our promises.

Machinery, Equipment and Supplies for the Confectioner

J. W. ALLEN & CO.

110 No. Peoria St. Chicago, Illinois

PEERLESS BRAND JELLY DROPS



New Tray Package

Every Drop Perfect

BEST ON EARTH

Manufactured Exclusively by

WILLIAMSPORT CANDY MFG. CO., Williamsport, Pa.

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"There is a liberal profit in Necco Quality"



5c

Chocolate Cream Cake

Necco Chocolate Cream Cakes *assorted* afford retailers an opportunity to satisfy many tastes with *one* box of Cream Cakes.

Four delightful creamy centers deliciously flavored with Orange, Maple Sugar, Vanilla, or Raspberry Jam. The coating of dark, rich chocolate is moulded to a glossy smoothness. Foil-wrapped with label in red, black and gold. Packed 24's.

Necco Chocolate Cream Bars

Necco Chocolate Cream Bars and Necco Cream Cakes are now priced to afford distant jobbers and retailers a liberal profit *after* deducting freight charges. Leading 5c specialties are—

Cherry Red	**Caramello**	**Pineapple Loaf**
Vanilla Almond	**Chocolate Mint**	**Maple Pecan**
Maple Walnut	**Vanilla Pecan**	**Vanilla Walnut**
Cocoanut Cream	**Mint Pattie**	**Pecan Fudge**

Necco Bars well displayed are quick sellers. Packed 24-5c bars to the box. 48 to 51 boxes to case.

A wide variety of high-grade Chocolates, Sherbets, Pan Work, Gum Work, Cream Work, Pure Sugar Lozenges, Wafers, Hard Candies, Chocolate Covered Cream Bars and Penny Chocolates, also bear this trademark of quality.

NEW ENGLAND CONFECTIONERY CO.
BOSTON MASS.

74 Years of Successful Candy Making

Caramels

From the
"Valley of Fair Play"

Caramels

Machine Wrapped in the
"Ideal" Sanitary Way

Caramels

Made in new exclusive size
and shape

Caramels

A Full Line Packed in Count
and Bulk.

Caramels

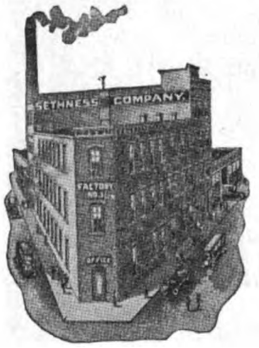
Samples and Prices on Request.

IDEAL CARAMEL CO., Inc.
JOHNSON CITY, N. Y.
Successors to Ideal Candy Co., Inc.

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Sethness Company,

659 Hobbie Street — CHICAGO, ILL.





Manufacturers of

Egg Fondants and Caramel Pastes
Extracts, Fruits and Colors

CREAMS FOR CHOCOLATE
CREAM CENTERS AND NOUGATS

EGG SPONGE — NOUGAT KING
KANDY KORE — MARVEL WHIP

FULL CREAM CARAMEL PASTE

TRUE FRUIT EXTRACTS
VANILLA EXTRACTS AND COMPOUNDS
ARTIFICIAL EXTRACTS
DIPPING FRUITS
MARSHMALLOW TOPPING
1 GALLON CANS — HALF BARRELS
KEGS — BARRELS

SODA FOUNTAIN FRUITS
½ GALLON JARS — ¼ GALLON JARS
BULK

Operating 75,000 Square Feet for Quality and Service

DENVER BRANCH
Thirteenth and Wazee Streets

PITTSBURGH BRANCH
609 Chamber of Commerce Building

Certified Food Colors
Vegetable Colors
Cochineal Colors

GENUINE FRUIT EXTRACTS
ALSO
NON-ALCOHOLIC FLAVORS
Concentrated in Paste Form (For Hard Candies)
Made from the real fruit

Manufactured by

H. KOHNSTAMM & COMPANY
(Established 1851)

First Producers of Certified Colors



83-93 Park Place New York

11-13 E. Illinois Street Chicago

manufacturers of

Glassine
EVERYTHING

PLAIN-EMBOSSED-PRINTED

Printed in Gold
Gold Embossed
Box Wrappers
Bar Wrappers

BAGS--ENVELOPES

Thomas M Royal & Co
BRYN MAWR-PA

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School Days

A Bottle of Milk at recess helps to make growing bodies sound and keeps youthful minds alert for the study hours ahead.

Milk is today increasing the health and efficiency of school children in many American cities. Use your influence to have milk dispensed during recess and lunch hour in your local schools.

Progressive milk dealers furnish *Stone's Seamless Straws* with Milk delivered at schools and offices because they

Safeguard the health
Protect the clothing
And eliminate the expense of costly containers

Stone's Straws are also dispensed freely at soda fountains, restaurants, and wherever your favorite drinks are sold.

Use a Straw or two with your next drink.

Stone's Straws add a novel touch of original daintiness to every home festivity. A sanitary box of 500 for home use may be obtained at small cost from your druggist.

The Stone Straw Co
Exclusive Manufacturers
Factories
Washington, D. C. - Baltimore, Md.

These Advertisements are now running in *THE SATURDAY EVENING POST* telling over 2,000,000 readers that Stone's straws are

- healthful
- economical
- pleasing

STONE'S STRAWS

Three Popular Lengths

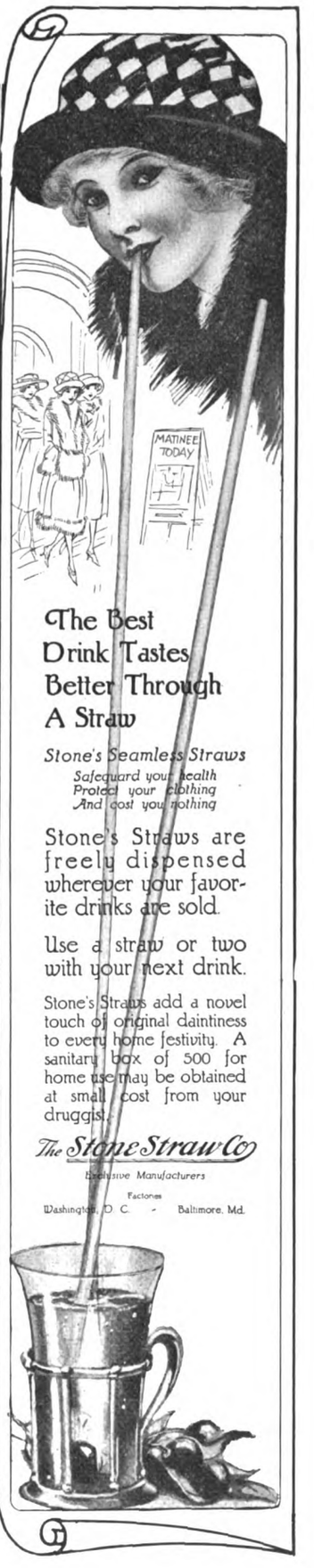
10½" 8½" 6½"

Because of the constant demand for Stone's Seamless Straws in 10½ inch lengths for 10 ounce to 16 ounce bottles and in 6½ inch lengths for half pint milk bottles, (used largely in schools), the Stone Straw Company will carry stocks of these sizes for shipment in cases containing 50 boxes of 500 straws each.

The standard 8½ inch Stone's Straw is the correct length for 6 ounce and 8 ounce bottles and for soda fountain use.

Please address Inquiries to

The Stone Straw Co
Exclusive Manufacturers
Factories
Washington, D.C. Baltimore, Md.



The Best Drink Tastes Better Through A Straw

Stone's Seamless Straws
Safeguard your health
Protect your clothing
And cost you nothing

Stone's Straws are freely dispensed wherever your favorite drinks are sold.

Use a straw or two with your next drink.

Stone's Straws add a novel touch of original daintiness to every home festivity. A sanitary box of 500 for home use may be obtained at small cost from your druggist.

The Stone Straw Co
Exclusive Manufacturers
Factories
Washington, D. C. - Baltimore, Md.

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"Forget 1921 and Sell Peanuts!"

This advice from the Peanut Journal should become as famous as "Go West, Young Man."

For there's Big money in Peanuts—**Bigger** money in Salted Peanuts—provided they are prepared for salting in a pure vegetable oil that absolutely insures against **rancidity.**

Nucoline

is the "white magic" used by the manufacturers whose Salted Peanuts are standard the country over. With Nucoline you can salt 'em to the Queen's taste and to everybody's taste.

This means nuts tempting in color—true to flavor—nuts that retain their crispness from salting time to eating time.

Remember, too, Nucoline is the low melting point butter that insures caramels and chewing candies of rare perfection and is the perfect shortening for crisp, crunchy, ever sweet crackers.

So order Nucoline today or send for sample. Then "Forget 1921—Sell Peanuts" and more of your other products made everlastingly fresh and sweet with butter that is guaranteed against rancidity.

THE NUCOA BUTTER CO.

Refinery Sales Department

NUCOA BUILDING, 4th Avenue at 23rd Street, NEW YORK

Complete warehouse stocks maintained at principal distributing centers

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Looking directly at the doughnut and not the hole, we are not sniffling or whining for lack of orders for our *"Taylor-Made"* Honey Comb Chocolate Chips.

Do you know of any other Chocolate Chip maker, behind on orders?

Some candy makers think we should now be satisfied—but we are not—but believe the more in ourselves—our established products—our 1922 policy—and the certainty of eventually selling you and thousands of other jobbers.

Through the days of "gloom" and "dyspeptic talk" of last year—(we aped the old DUCK—who worried not when it rained)—but doubled our equipment—our capacity and reduced our price back and behind the pre-war 1913-1914 marks.

The progressive retailer makes real money and increases his candy trade with our "thoroughbred," the original *"Taylor-Made"* Honey Comb Chocolate Chips —and the wise jobber realizes that our genuine Chips take less space in his warehouse than the slower-moving stock of unknown Chips, and is convinced that there is both satisfaction and profit—year in and year out—with our *"Taylor-Made"* Chocolate Chips—NOW THE LOWEST PRICED GOOD CHIP ON THE MARKET.

"TAYLOR-MADE" CANDY SALES CO
Made at Battle Creek, Mich.



GELATINE

Our gelatine is guaranteed to be absolutely pure and to stand the most severe tests of all present food laws.

Our fifty-four years of experience have so perfected our gelatine that it will produce incomparable marshmallow and Confectionery Specialties.

Milligan & Higgins Gelatine Co.
Established 1868
222-224 Front Street, New York City

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The Ultimate Consumer

Like the "Innocent Bystander" the Ultimate Consumer is frequently a vague personality.

The manufacturer knows that he exists, but fails to count him as the biggest factor in his success or failure.

Your ultimate consumer may be the small boy munching salted peanuts—the guests at my lady's tea table daintily partaking of the sweet crackers served—the small girl surreptitiously chewing a caramel in school—the big business man who "always keeps crisp, easily digested crackers in the drawer of his desk."

Whichever it may be—it is the ultimate consumer that by actually eating your goods makes way for more!

So it is the palate of Mr. and Mrs. and Master and Miss Consumer that you must please if goods are to be kept moving and repeat orders are to come in. The fact that the retailer is sold means only that one lot of goods has been moved.

Acomine

is the snow-white, low melting point butter the manufacturer who reckons with the "ultimate consumer" uses. It's the perfect medium for browning nuts for salting—the perfect butter for caramels and chewing candies, the perfect shortening for crisp, dainty, wholesome crackers that "melt" leaving no flour-taste in the mouth.

Send for samples of Acomine and Formula for Salting Nuts.

American Cocoanut Butter Company

Makers of ACOMO, ACOMINE and MAROKO

CHICAGO
127 N. Dearborn St.

NEW YORK
297 Fourth Ave.

To insure prompt service, complete warehouse stocks are maintained at the principal distributing centers

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NEW YORK OFFICE
35 UNION SQUARE WEST
In the heart of THE TOY DISTRICT

For your convenience—USE IT
When in "The City"

"Eagle Brand" Rubber Toys
Always on Display

The EAGLE RUBBER COMPANY

MANUFACTURERS OF
"EAGLE BRAND" RUBBER TOYS
Ashland, Ohio

IN REPLY REFER TO

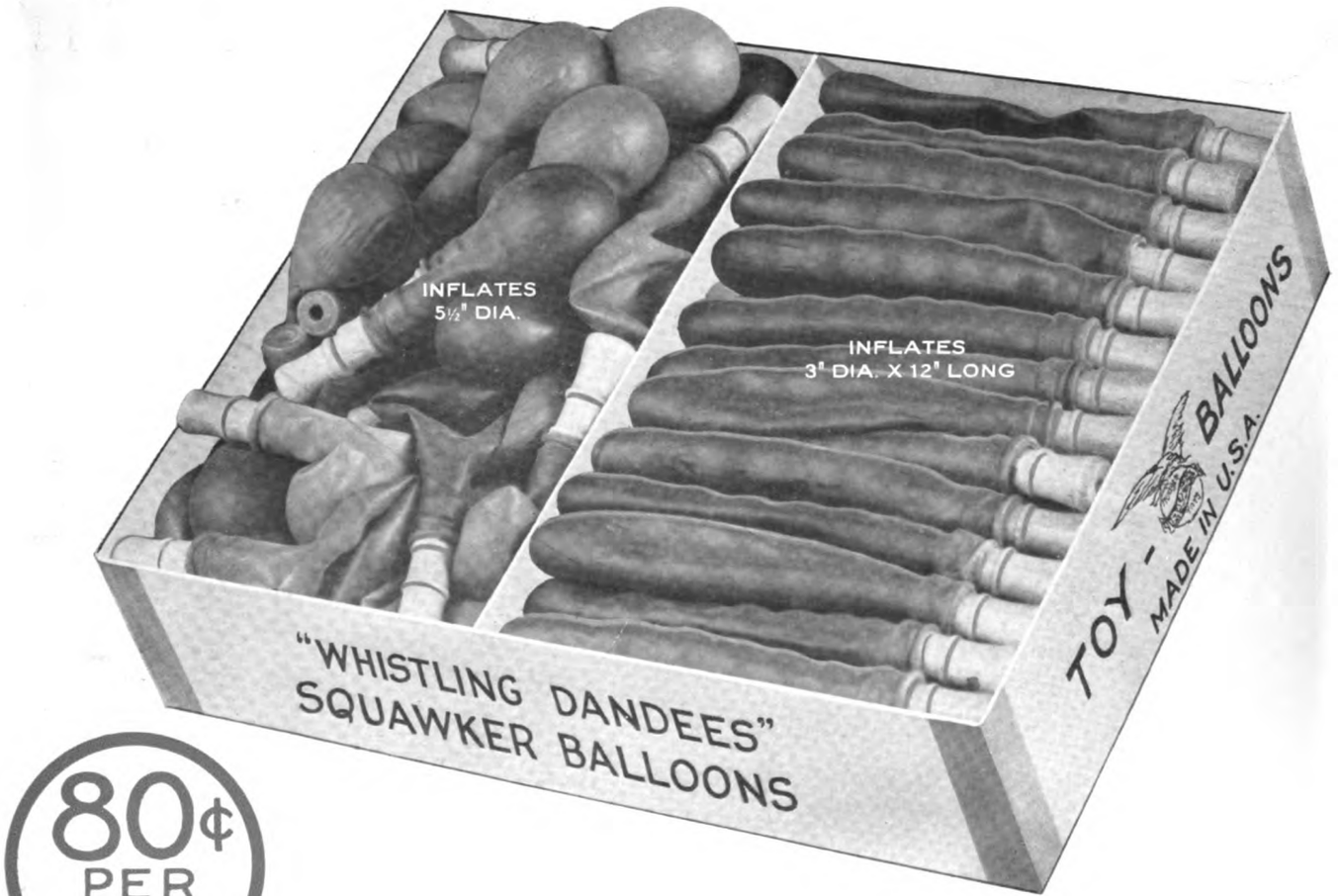
The "Big Three"

Place Your Bets on the **Winner.**
Your Money on any **one of them**
is sure to win.
Place your Bets Early.
All Three will win.
How can **they help it.**

Look What They Are

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READY FOR IMMEDIATE DELIVERY WHISTLING DANDEES



80¢ PER CARTON

Squawker Balloons
GUARANTEED FIRST QUALITY

Packed one gross to carton assorted as follows—72 long squawkers balloons, 72 round squawker balloons.

Whistling Dandee squawkers packed in counter cartons of one gross each are undoubtedly the best proposition every offered you by a manufacturer of toy balloons. No manufacturer has ever before been in a position to put a squawking balloon on the market at such a low price.

Our enormous production facilities have enabled us to do it and still maintain the same high grade material and workmanship that has made Eagle Brand Balloons supreme.

These Whistling Dandees are now ready for immedite delivery at 80c per carton of one gross assorted as above. This enables you to give your dealers a wonderful proposition.

The demand for these squawkers will be tremendous because they are absolutely the first American Made squawkers to be placed on the market at this popular price, and the Eagle Trademark on the box guarantees the quality.

Remember — First Quality Merchandise.

Manufactured by The EAGLE Rubber Co., Ashland, Ohio, U.S.A.

NEW YORK OFFICE, 35 Union Square, West.

The World's Largest Manufacturers of Toy Balloons

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GET YOUR ORDER OFF TODAY

BET-ER-BLO



85¢ PER CARTON of ONE GROSS

One and Two Cent Balloon Assortment
GUARANTEED FIRST QUALITY

Packed in cartons of one gross each as follows:

36 Round Balloons—1c retail
36 Long Balloons —1c retail
36 Airships —2c retail
36 Round Balloons—2c retail

TOTAL RETAIL VALUE—$2.16. OUR PRICE TO YOU 85c PER CARTON OF ONE GROSS.

Another sensational offer that will boost your balloon sales sky high! Just consider the unusual nature of this assortment—the remarkable value it represents! Figure the profit there is in it for YOU!

It isn't necessary for us to say any more; YOU know what these new assortments mean just as much as we do, so send us your initial order TODAY.

Remember — First Quality Merchandise.

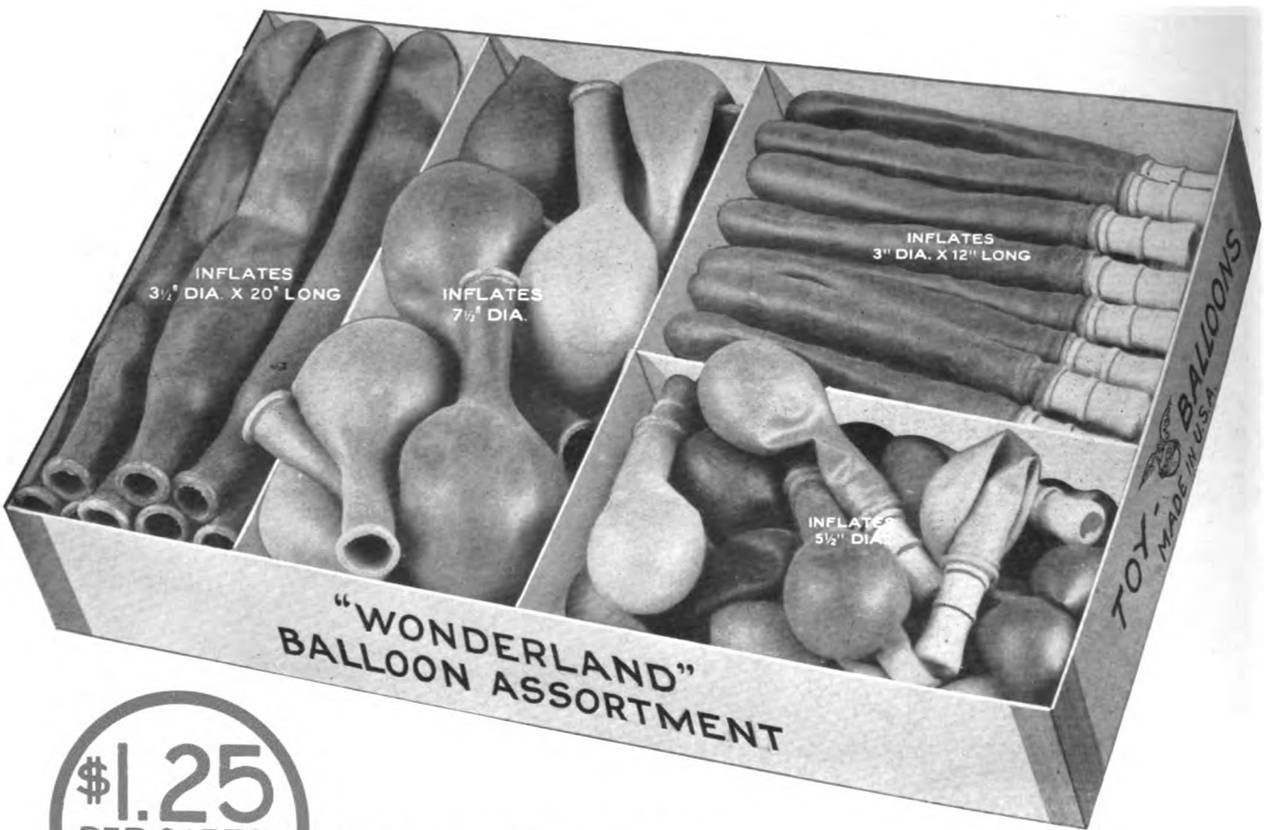
Manufactured by The EAGLE Rubber Co., Ashland, Ohio, U.S.A.
NEW YORK OFFICE, 35 Union Square, West.
The World's Largest Manufacturers of Toy Balloons

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ALL GOOD THINGS COME IN THREES

Last But Not Least

WONDERLAND



$1.25 PER CARTON of ONE GROSS

ASSORTMENT

GUARANTEED FIRST QUALITY

The Wonderland Assorted Carton contains:

36 Long Squawker Balloons
36 Round Squawker Balloons
36 Airship Balloons
36 Round Balloons

This assortment completes a wonderful series of three real profit making rapid selling and repeat order bringing opportunities.

Another demonstration of our remarkable production facilities and consequent lower cost is reflected in this carton.

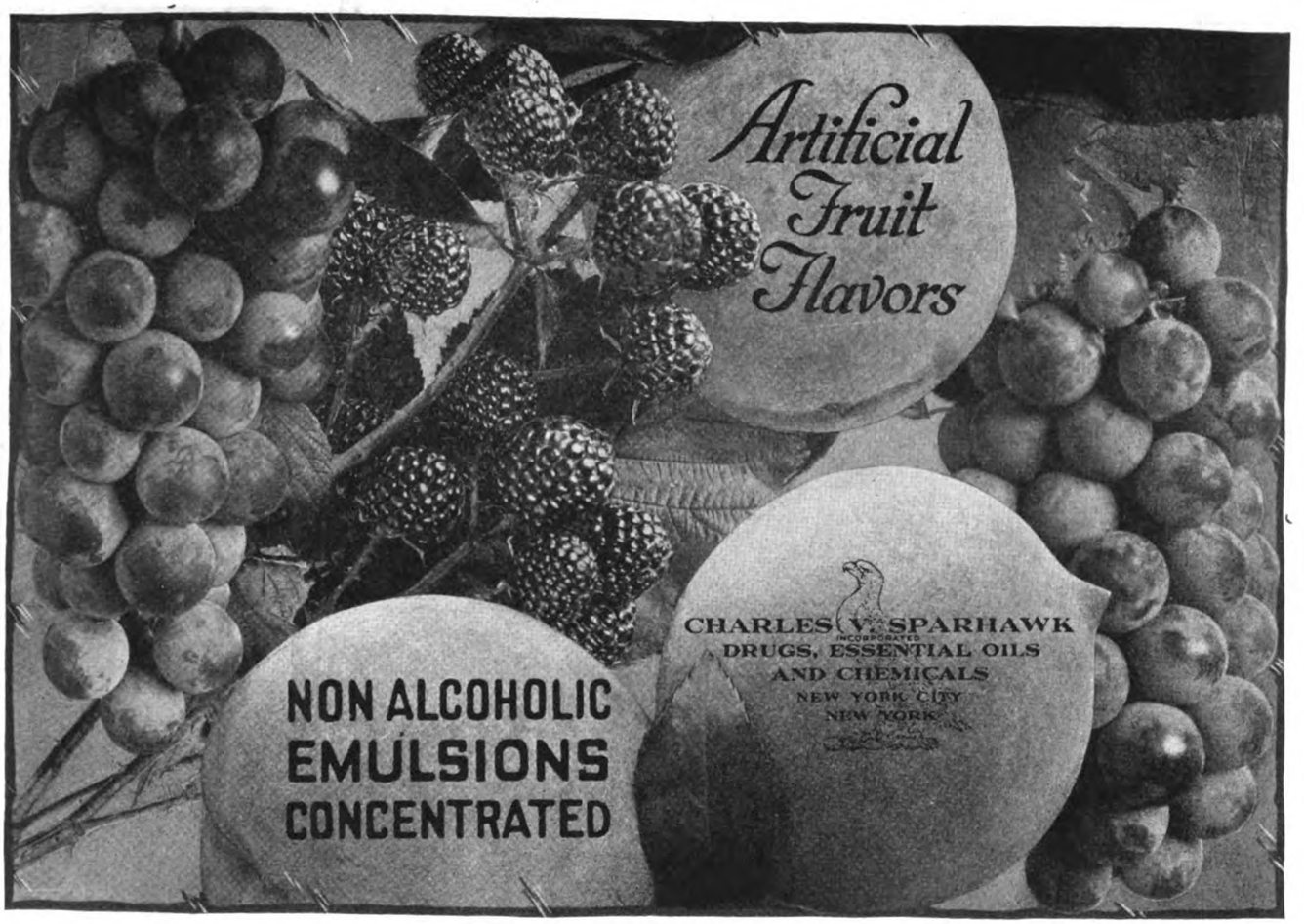
You simply cannot afford to overlook any of these propositions. They absolutely represent three of the greatest sure fire merchandising products ever offered by any manufacturer of toy balloons.

Mail your order to us now. Don't delay a minute.

The Eagle Rubber Co., Ashland, Ohio

New York Office, 35 Union Square West

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American Peanut Corporation,

CLEANERS, GRADERS, SHELLERS
—AND BLANCHERS OF—

PEANUTS

Packing Buster, America, Mascot, and all grades of shelled and blanched peanuts.

BRANCHES

THE BAIN PEANUT CO., Inc., Branch, packing Superb, Belle of Wakefield, and Diamond Brand, and all grades of shelled and blanched peanuts.

THE GWALTNEY BUNKLEY PEANUT CO., Branch, packing under Bon Ton, Sun and Diamond G, and all grades of shelled and blanched peanuts.

THE DIXIE PEANUT CO., Inc., Branch, packing Monarch, Dixie and Crater, and all grades of shelled and blended peanuts.

NORFOLK STORAGE COMPANY, Branch, packing Trophy, Electric Light, Pilots, and all grades of shelled and blanched peanuts.

NORFOLK, VIRGINIA.

THE BAIN PEANUT COMPANY OF TEXAS, FORT WORTH, TEXAS.
THE BAIN PEANUT COMPANY, ALBANY, GA.

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Extra big and creamy

That's why they are quick moving



ACTUAL SIZE

Close's big Belmont Bars have proved that they sell themselves.

When they were brought out last October, jobbers who stocked them sent in big repeat orders.

These big Belmont bars are **right**—real creamy marshmallow in delicious nut chocolate—and the price is right, 5c.

If you are buying cautiously to make sure you stock only quick-moving goods in these days, watch the sales records made by Close's Belmont Bars.

Packed 24 bars in a carton. Foil wrapped or unwrapped.

Write for samples and prices.

THE GEORGE CLOSE COMPANY
CAMBRIDGE, MASS.

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FOR ATTRACTIVE CANDY PACKING

MONARCH QUALITY PAPER BOXES







WE SPECIALIZE IN QUANTITY PRODUCTION

SUPERIOR QUALITY AND SERVICE

MONARCH NUSBAUM PAPER BOX COMPANY INC.

BUFFALO, NEW YORK

EASTERN REPRESENTATIVES THE BRISTOL INDUSTRIES INC Woolworth Building NEW YORK CITY

GET OUR QUOTATIONS BEFORE PLACING YOUR NEXT CONTRACT

Manufacturers of Specialties in Paper for Confectioners

Hollis & Duncan;

724-732 W. Lake Street
CHICAGO, ILL.

Chocolate Dividers
Layer Boards
Pail Liners
Circles of All Sizes
Glassine Nut Bags
White Bond-Paper Bags

STANDARD SIZES AND THICKNESSES READY FOR SHIPMENT

We make a heavy folding Candy Box from white board, coated both sides. Reasonable in price and very satisfactory to users.



Write for Samples and Prices

Pail Fillers
Box Liners
Dipping Papers
Bon Bon Cups
Pail Laces
Transparent Bags
Tissue Excelsior

SPECIAL SIZES MADE TO ORDER

Established 1884

MARY JANES
DEAROS



and numerous other high grade

PENNY SPECIALTIES

made of purest sugar, syrups and nuts

Make a healthful, tasty food for children



CHARLES N. MILLER CO.

BOSTON

FOR THIRTY-SEVEN YEARS CONFECTIONERS TO THE AMERICAN PUBLIC

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CHOCOLATE
Moulded Nut and Cream Bars
Tin Foil Wrapped
Knickerbocker Bars
Choc. Whipped Cream
Choc. Cocoanut Cream
Choc. Operanut
Choc. Peanut Cluster
Butter Scotch
5 BIG Sellers
Retails for 5 cents

Chocolate
KNICKERBOCKER
Whipped Cream

Net Weight 1¼ oz.—24 Bars to Carton—48 Cartons to Case

D. ARNOULD CO., 385 Canal Street NEW YORK, N. Y.

Its delicious eating qualities and wonderful food value appeals to everybody and everywhere.

Also complete variety of 5-lb. bulk chocolate cream.

Samples and Prices Upon Request

GUM TRAGACANTH
VANILLA BEANS
GUM ARABIC

THURSTON & BRAIDICH
27 CLIFF STREET
NEW YORK



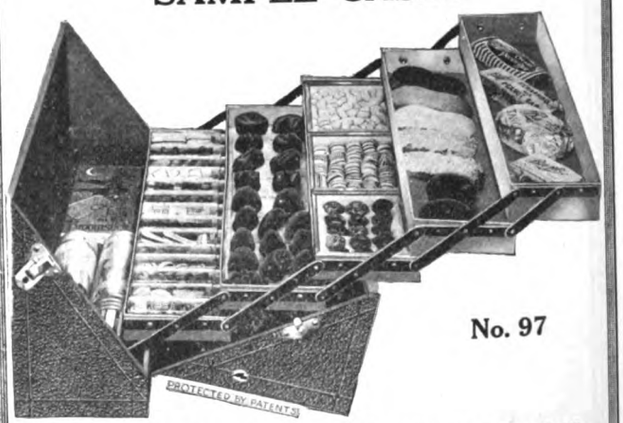
Paris Exposition
1900
The Highest Award Gold Medal and Diploma
Was Given

A. M. TODD'S
ESSENTIAL OILS

Crystal White Double Distilled
THE LARGEST ESSENTIAL OIL WORKS IN THE WORLD

A. M. TODD COMPANY
Main Office
KALAMAZOO, MICH.

Bigger Better More Orders
Displaying Samples Quickly, Attractively Convincingly, Fresh and Clean with
KNICKERBOCKER "MADE-RIGHT" SAMPLE CASES



No. 97

THE LITTLE CASE THAT GETS THE BIG ORDERS
Wood Trays - $5.00
Aluminum Trays - $6.50
F. O. B. Chicago
Write for Catalog "J"

Knickerbocker Case Co.
Manufacturing Wholesalers
Clinton St. at Milwaukee Ave.
Chicago, Ill.

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Milady CHOCOLATES

Milady Cherries

THE NEWEST THING

Each Individual Chocolate Cherry Foil Wrapped

Every Piece a Sweet Surprise

Milady Chocolates
Every Piece a Sweet Surprise
$1.25 the pound

Milady Assorted Dipped Nuts
Milk Chocolate
$1.50 the pound

Milady True Fruits and Nuts
In Chocolate
$1.50 the pound

Milady Malted Milk Chocolates
Nougat, Caramel, Butterscotch
and Nut Cream Centers
$1.25 the pound

Milady Chocolate Covered,
Milk Dipped Brazil Nuts
$1.50 the pound

The quality values in MILADY Chocolates of all varieties is telling in our greatly increased sales and repeating orders.

Many distributors recently have come to realize that Milady Chocolates is a line on which their business can build. Investigate for yourself—now.

Territory Available for Quality Wholesale Distributors

AMERICAN CANDY COMPANY

Makers of Rex Brand Confections

MILWAUKEE, U. S. A.

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Peerless
Marshmallow Sheet
"The Candy Maker's Friend"

Used Extensively by
High-Grade Candy Makers

Gimbal's

The only marshmallow sheet that will produce a perfect product

ACTIVE JOBBERS WANTED

GIMBAL BROTHERS
MANUFACTURERS
First and Folsom Streets SAN FRANCISCO



CHRISTO BRAND **LG** THE ONLY RELIABLE

Sterilized and Preserved Stuffed Glace Natural Fruits

Glace Stuffed Regular Prunes
Glace Stuffed Nutted Prunes
Glace Stuffed Regular Apricots
Glace Stuffed Grapefruit Apricots
Glace Stuffed Nutted Apricots
Glace Stuffed Cherries or Regular
Glace Pineapple
Glace Figs and Stuffed Dates
Glace Grapefruit
Turkish Delight — Nutted or Plain

For Particulars Write to

Christo Georgiades & Co.
148 39th Street - Brooklyn, N. Y.

Vanoleum
(TRADE MARK REGISTERED)

The Original Concentrated Vanilla Flavor

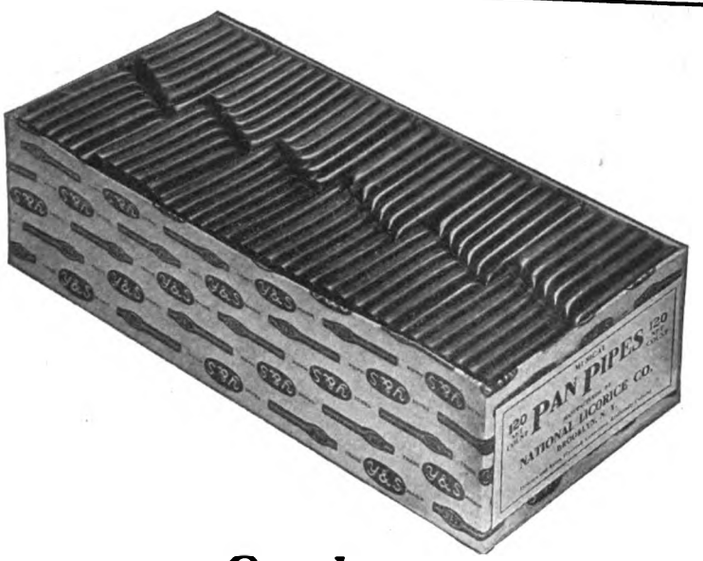
THE SAME AS ALWAYS

Used for over TWENTY YEARS by leading Confectioners, Ice Cream Manufacturers, Bakers, Soda Dispensers and Caterers.

EMULSIONS
Lemon, Orange and Maple

Corrizo Extract Co.
211-215 W. 20th Street, New York City, N. Y.

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- Our latest -

PAN PIPES

Packed 120 to box

Made at both our
Brooklyn and Moline Factories

Also

Flexo Chocolate Bars
Navy and Indian Plug
Night Sticks
Rope Twist
Bricks
Cigarettes
Whips
Whistles
Favorite
Dulce
Curved Stem Pipes
Cigars (banded)
* Buffalo Sticks
* Lozenges
* Wafers, 10c bags
* Y & S, Scudder and
M & R Stick Licorice

** Shipped from Brooklyn factory only.*

NATIONAL LICORICE COMPANY

ANTECEDENTS
Established 1845

MAIN OFFICE

MOLINE, ILL. BROOKLYN, N. Y. MONTREAL

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Milk Chocolate Covered

Raspberry Hearts
Vanilla Bar
Maple or Mint Wafers
Lemon Sherbets

Exceptionally Good New Numbers Always Predominate

Dark Coatings

Marshmallow Bar

Peanut Crispy Krunch

THIS IS WHY WE ARE OFFERING AS LEADERS THE ABOVE

PENNY GOODS

Packed 120 Net Count—40 bx. to Case

WE ALSO HAVE A FULL LINE OF **HARD CANDY PENNY GOODS** SUGAR ROLLED FOR SUMMER

Hardie Brothers Co., Pittsburgh, Pa.

Quotations on Application—To the Jobbing Trade Only

BLOME'S GILT EDGE CONFECTIONERY.

Reg. U. S. Pat. Off.

Sold to Jobbers only.

We Manufacture:

STICK CANDY	MARSHMALLOW GOODS	PENNY GOODS
LOZENGES	ACIDULATED GOODS	PAIL SPECIALTIES
PAN WORK	HIGH GRADE CHOCOLATES	JAP SPECIALTIES
A. B. GUM WORK	FINE HAND MADE BONBONS	PACKAGE GOODS
CREAM BONBONS	MACHINE DIPPED CHOC'S.	FRENCH MIXTURES.

THE GEO. BLOME & SON CO. BALTIMORE, MD.

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HENRY HEIDE'S

Diamond Brand TRADE MARK Confectionery

A Distinctive and Complete Line of High Grade

Chocolates and Confectionery

HENRY HEIDE New York

Incorporated

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10 Reasons

why every dealer should handle them —

1 Steady rapid sale. Small investment. Quick turnover.

2 Attractive profit. No sales effort required. Absolutely staple — no spoilage.

3 Nationally advertised. Asked for by most people. Accepted by all.

4 Help sell other things—whatever naturally goes with a game of cards or card party.

5 Complete line meets every demand. Packs for every game. No other miscellaneous cards needed.

6 Best quality at lowest price. Better cards can't be made. Equally good can't be sold for less.

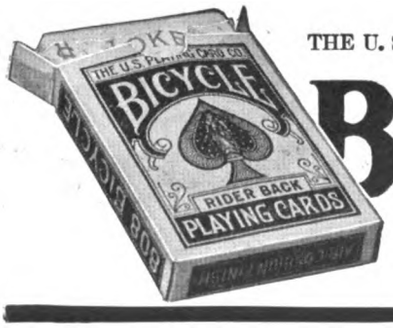
7 Designs to please every taste. All-over backs. Margin backs. Picture backs.

8 Faultlessly printed. Absolute uniformity. Thorough inspection.

9 Big indexes. What everybody wants and appreciates.

10 Perfect finish. Easy to shuffle. Easy to deal. Easy to play.

Window display material, counter cards and newspaper electros free on request



THE U. S. PLAYING CARD COMPANY, Dept. 13 Cincinnati, O., U. S. A. or Windsor, Canada

BICYCLE PLAYING CARDS

AND OTHER U. S. BRANDS

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YOUR BUSINESS

will be a profitable one when your trade can always get from you a full line of candy that has stood a test of years, and is now being demanded throughout the country.

Now is the TIME to CONSIDER only the old STANDARD LINES.

THE BLUE BELL BRAND

is of this class of candy.

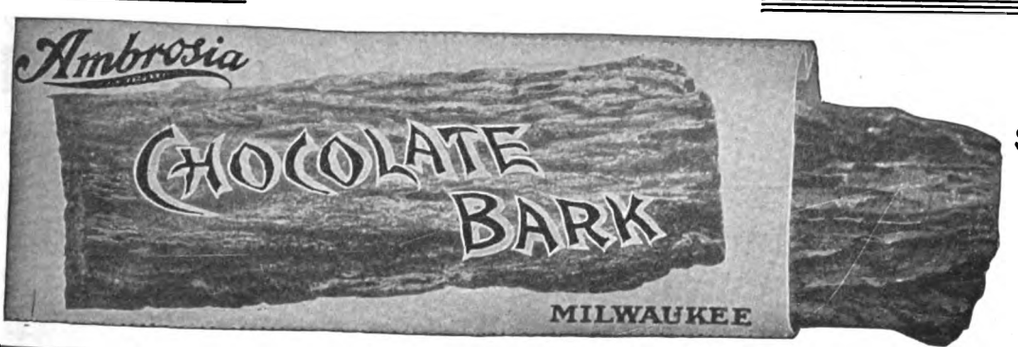
Write us for a catalogue of 5c Bars, Penny, Kiss and Bulk Goods.

THE ROBERT F. MACKENZIE COMPANY
CLEVELAND, OHIO

A Sensational Seller of Several Seasons

THIS WONDERFUL PACKAGE IS

Mellow Honey-Combed Chocolate



Something Entirely Different

The Largest Selling 5c Confectionery Specialty Ever Placed on the Market

Made by a special patent process

Every jobber should handle this Delicious Confection as the demand this Coming Season will be greater than ever. If you have never tried this Delicious Confection write today for sample or send for trial case, 32 boxes in case; 24 pieces in box.

We Have Other BIG-SELLING 5c SPECIALTIES, Too

Ambrosia Chocolate Company, 333-335 Fifth Street MILWAUKEE, WIS.

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Peach Flavor

Artificial

A flavor so true to the fruit that your goods are unmistakably Peach without an unpleasant ethereal after-taste.

Used for many years by candy manufacturers of National prominence, and so good that we sell it the world over.

Sample of this exceptional flavor will be gladly sent without charge.

Write today on your business stationery, please.

ALEX. FRIES & BRO.

312-14-16 E. Second St. Cincinnati, Ohio

Manufacturers of Flavors for 65 Years.

Virginia Dare High Grade Hand Dipped

Chocolates and Bon Bons

Package and Bulk

Complete Line *Prices Right*

Send for Quotations

Agents Wanted Everywhere

MADE BY

The Clifford Bros. Co.

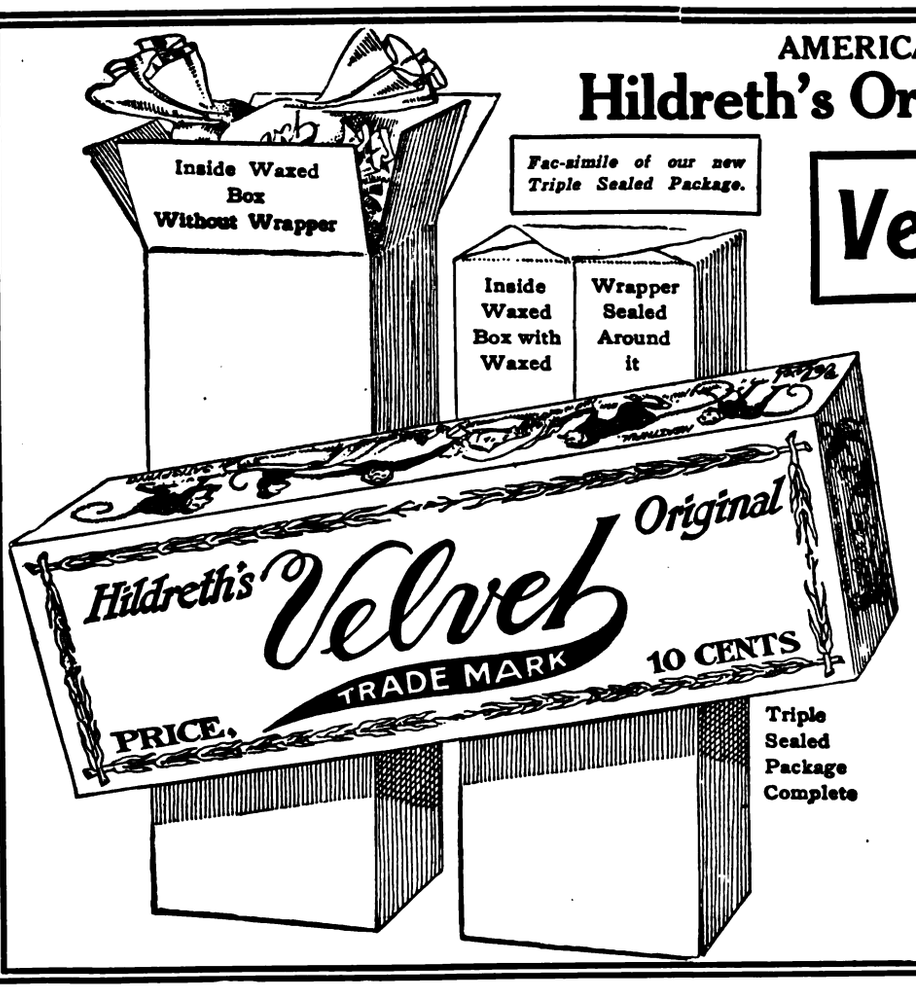
Baltimore, Md.



AMERICA'S FAVORITE

Hildreth's Original and Only

Velvet Candy



Fac-simile of our new Triple Sealed Package.

Triple Sealed Package Complete

In Triple Sealed Packages

GREAT REDUCTION

January 1, 1922

Pre-war prices re-established.
10—20 & 35c packages revived.

Send for revised Price List and Samples.

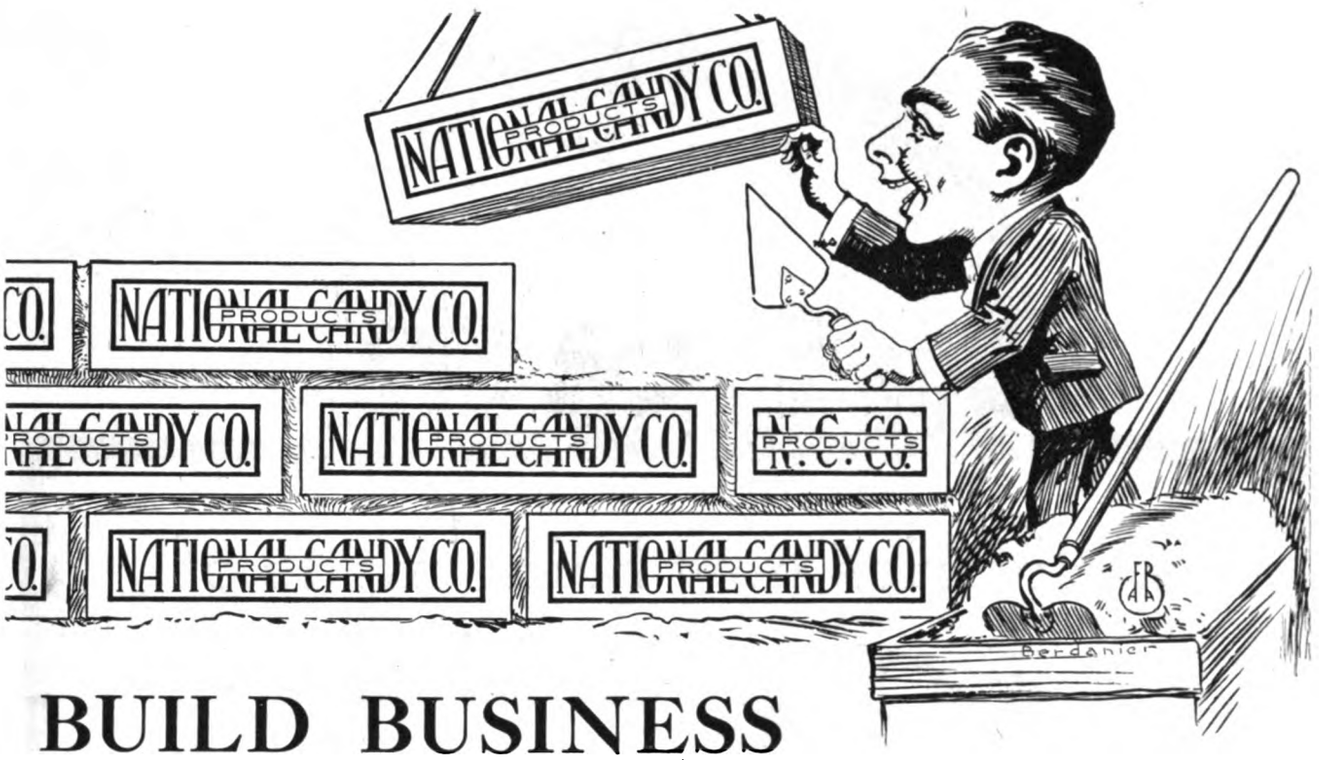
The finest seller on the market.
Has been the standard for over 30 years.

For sale by the jobbing trade everywhere.

H. L. HILDRETH CO.

549 to 559 Albany Street
BOSTON 18, MASS.

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BUILD BUSINESS

on the Right Foundation

Use NATIONAL CANDY CO. PRODUCTS—they offer you:

Sufficient VARIETY—We make more than 500 different kinds.

Unfailing FRESHNESS—Our 24 Factories scattered all over the country enable us to get the goods to you without delay.

Dependable SERVICE—Our tremendous equipment and personnel is always on the alert to guard the interests of our patrons.

Besides that, it is our policy to take a personal interest in your success—as we know that our own success is built upon yours.

Come on and grow with us. Ask your Jobber for National Candy Co. Products.

NATIONAL CANDY CO. INC

WORLD'S LARGEST CANDY MANUFACTURERS

24 FACTORIES

St. Louis	Cincinnati	Duluth	Kansas City	Minneapolis
Buffalo	Dallas	Grand Rapids	Louisville	Nashville
Chicago	Detroit	Indianapolis	Mt. Clemens	St. Paul

NATIONAL CANDY CO.

BUILD BETTER BUSINESS

Texans

Got 'Em all Guessing.

A great big HIT in 5c Bar Goods.

A combination that pleases the popular taste.

Retailers are repeating daily on TEXANS.

This piece of goods is only one of over 500 items manufactured by the National Candy Co. Dealers are doing the right thing when they stock a well balanced line of National Candy Co. Products — ask your jobber for TEXANS.

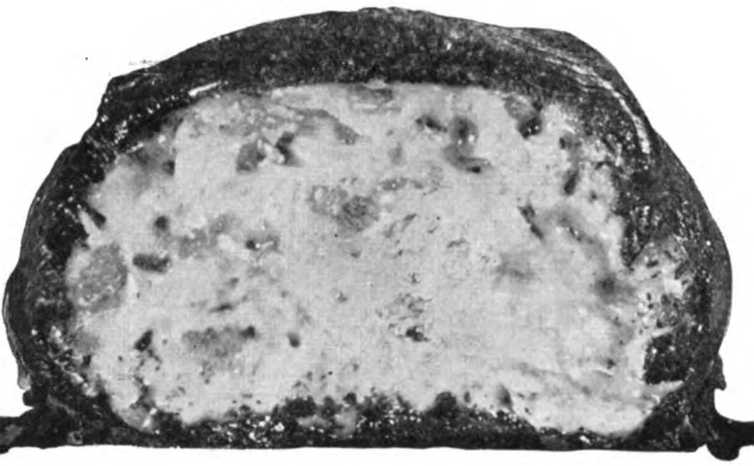
Write for our free Special Candy Sale Window Strips—to help you sell any candy in your store.

A. J. WALTER FACTORY

NATIONAL CANDY CO. INC

ST. LOUIS, MO.

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Deliveries now being made of

Hoefler's CENTENNIAL CHOCOLATES, INC.

CENTENNIAL CHOCOLATES

in the new selected assortment

(24 pieces to the pound)

DEALERS know the rich, delicious goodness of Centennial Chocolates. And sales prove that these goods are popular. We are ready now to add to your profit and your customers' pleasure by offering this delightful combination:

Pineapple Fruit — **Raspberry Fruit**
Maple Walnut — **Mint Fudge**
Tutti Frutti — **Cocoanut Vanilla**

The pound package carries these six new flavors, the six that have been voted most popular by dealers and candy lovers everywhere. In one-half pound, one pound, and two pound packages.

ALSO, the original Centennials with the nut meat center, now come twenty-four pieces to the pound.

HOEFLER'S CENTENNIAL CHOCOLATES, Inc.

Buffalo, N. Y.

Astoria, Oregon — **San Francisco**

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Have You Ever Tried Our

Gums, Paste & Cordials?

If not, write us for samples. You'll think as others think, that they are

"Candies of Character"

and their cost is but a trifle more than the poorer kinds

Wallace & Co.

Brooklyn

Makers of
"Candies of Character"
Established 1870

New York

DELFT

THE WORLD'S BEST FOOD GELATINE

HAROLD A. SINCLAIR, 160 Broadway, NEW YORK

DISTRIBUTORS:

W. G. AHERN
40 Court St., Boston, Mass.

H. A. JOHNSON CO.
221 State St., Boston, Mass.

C. E. RIDDLE
Emerson Tower, Baltimore, Md.

ROCKHILL & VIETOR
189 N. Market St., Chicago, Ill.
Frank Z. Woods, Manager

BLANKE MFG. & SUPPLY CO.
214 Washington St., St. Louis, Mo.

NOYES BROS. & CUTLER
Park Square, St. Paul, Minn.

LEE-GREEFKENS CO.
31 Drumm St., San Francisco, Cal.

MILES MANUFACTURING CO.
944 E. Second St., Los Angeles, Cal.

BENJ. HOLLAND & CO.
1112 Western Ave., Seattle, Wash.

W. P. DOWNEY
83 Grey Nun St., Montreal, Can.

"Price is a relative term—Quality always a concrete fact."

Many of our customers tell us they are making better goods with less gelatine; that Delft goes further because of its quality, purity and uniformity.

High prices do not necessarily signify high quality. They may mean high manufacturing costs, due to inefficient management, and in that case the inferiority frequently extends to the product.

Delft Gelatines represent the highest efficiency in manufacture, and are sold on the basis of giving the consumer the greatest intrinsic value at a given price. Better values cannot be obtained at any price.

Let us tell you what our customers say about saving money by using Delft Gelatine. It will pay you to investigate.

Harold A. Sinclair

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PINWHEELS

If you are not handling it, ask your Jobber friends about it.

Packed in the bullet box.

Penny size, 120 count, for the young people.

In 5c packages, containers of 24, for the grown-ups.

F. M. PAIST COMPANY
PHILADELPHIA, PENNA.

LOWNEY'S

5c and 10c

Cream, Solid and Nut Chocolate Bars

fill every need in any jobber's line of bar goods and are open for the general jobbing trade throughout the country.

Inquiries and Business Solicited

The Walter M. Lowney Company
427 Commercial Street
Boston - Massachusetts

The House of Penny Goods
Announces New Easter Numbers

PLACE YOUR ORDER NOW FOR IMMEDIATE DELIVERY

TWO NEW NUMBERS
Big Sizes—Big Sellers

5c KIKI BARS Packed 24
Center of Cocoanut and coated with chocolate

5c TANGERINE BAR Packed 24
Marmalade center coated with rich chocolate

Penny Choc. Cream Eggs Packed 120
Penny Choc. M M Rabbit Packed 120
2 for 1c M M Eggs . . . Packed 240
2 for 1c Clear Candy Eggs Assorted, Packed 240
2 for 1c Peanut Butter Eggs Packed 240

Easter Prize Novelties . Packed 150

LEWIS BROS.

Monroe and Lafayette Streets NEWARK, NEW JERSEY

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NULOMOLINE
THE HONEY OF SUGAR

ANNOUNCEMENT

After continued experimental work our Service Department desires to announce to our customers that it has devised means and methods for preventing cream centers from bursting and fermenting.

Correspondence on this subject from wholesale manufacturing confectioners will be highly welcome.

THE NULOMOLINE COMPANY
111 WALL ST. NEW YORK, N. Y.

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WE MANUFACTURE ALL KINDS OF

Folding Paper Boxes

CAPACITY OVER ONE MILLION PER DAY



Patented Feb. 17, 1920
Canadian Pat. Aug. 3, 1920
Great Britain July 16, 1919

P. R. WARREN CO.
Everett, Mass., U. S. A.

Warren's X-RAY Display Containers

Simple Construction

The Manufacturer profits by the simple construction of this Container.

Because

there are no locks or catches to put together. We ship them partially folded, with the easel in position. The Dealer simply pulls out the easel, and the Container is ready to make money for you.

The greatest talker on earth is the Silent Salesman.

NEW YORK OFFICE: 200 FIFTH AVENUE
Telephone: Gramercy 0232
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Telephone: Smithfield 975
CLEVELAND OFFICE: 1003 SCHOFIELD BUILDING
CLEVELAND, OHIO
Telephone: Main 3900

SOCIÉTÉ LA CELLOPHANE

FRANCE have appointed us *SOLE AGENTS* for their world famous wrappers which will be sold under our registered name

"FENESTRA"

The Genuine Product of the Cellophane Co.

We have succeeded in having the stock size sheets trimmed on four sides, making it more economical for the user

SAMPLES and prices cheerfully submitted on request.

BIRN & WACHENHEIM *Importers of Fancy Papers*

121-125 West 17th Street, New York

GLACINE
Printed and Plain

WE ALSO MANUFACTURE
Pail and Box Liners
Dipping Papers
Sheet Gelatine

WATTOLINE
Plain and Embossed

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Marshmallows Made with "UCOPCO"

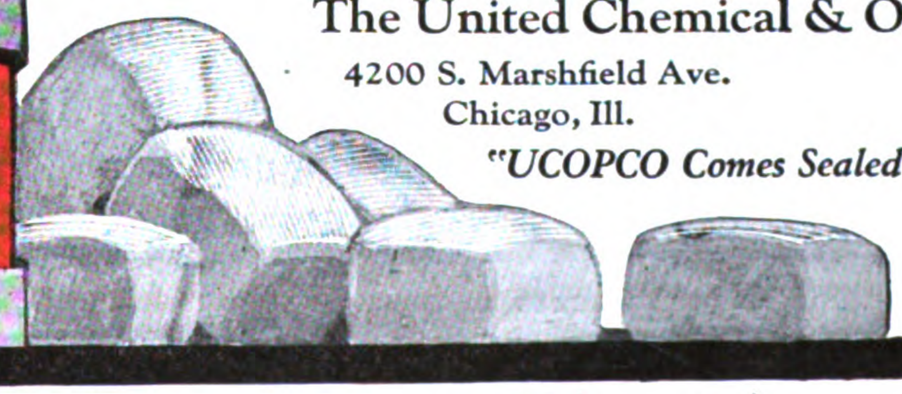
are fluffy, tender and meaty, assuring popularity of your brand. For UCOPCO Pure Food Gelatine is unexcelled for purity, uniformity, high quality and as a flavor retainer. There's a grade for every purpose. Let us send you details.

The United Chemical & Organic Products Co.

4200 S. Marshfield Ave.
Chicago, Ill.

401 E. 45th Street
New York, N. Y.

"UCOPCO Comes Sealed in Red Drums"



Ucopco Pure Food Gelatine

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Brooks Display Container

For Your Confections

This display container is placed prominently on the dealer's counter, and enables you to get into intimate contact with consumers everywhere.

The Brooks Display Container is superior at the following points:

Sets flat on counter
Is remarkably strong
Displays contents at most effective angle
Simple in construction
Has large advertising surface
Made in variety of sizes.

Let us design a display container for your product.

BROOKS BANK NOTE CO.

Manufacturers

Lithographed Folding Boxes

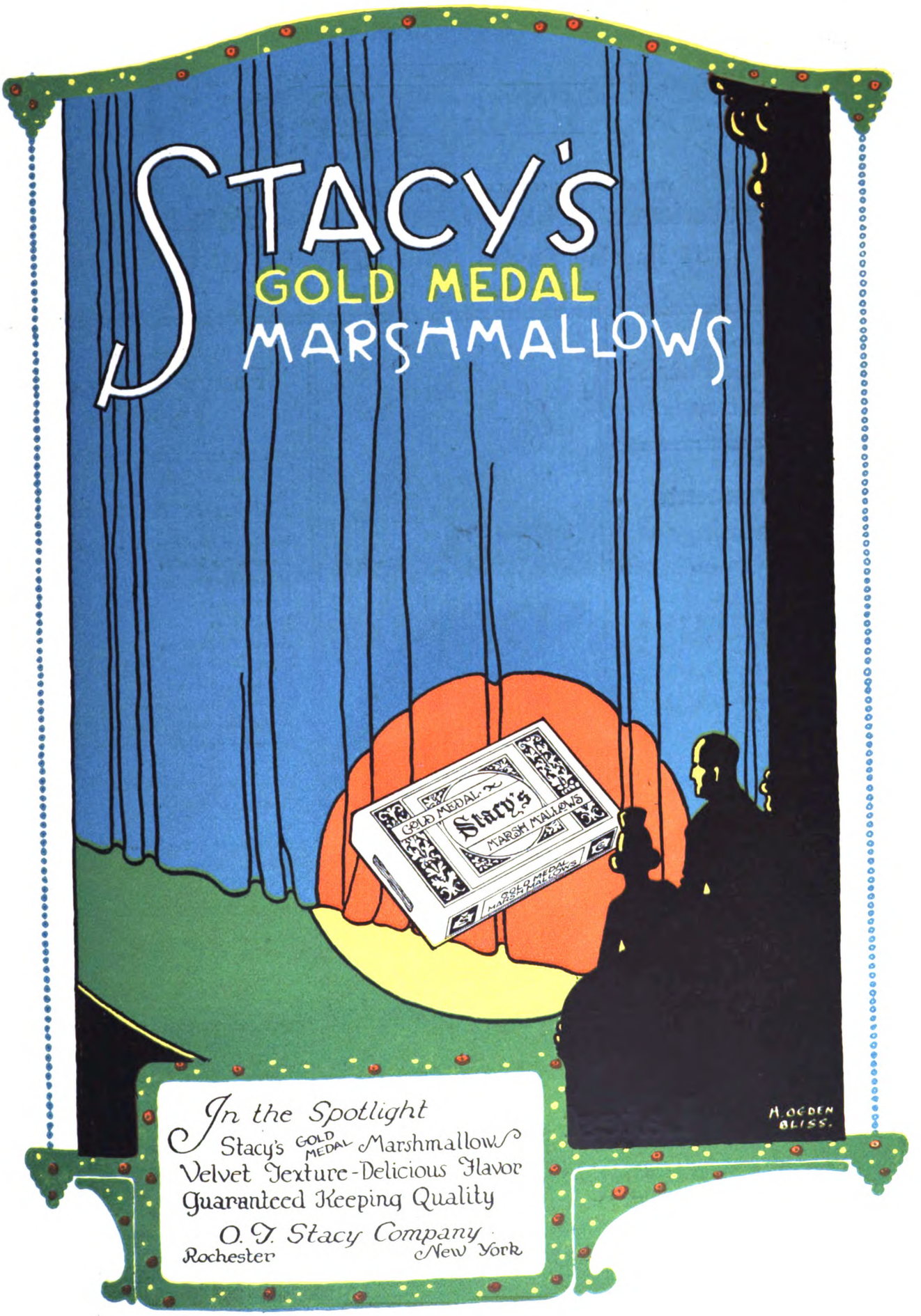
Labels - Window Advertising - Office Stationery

Springfield, Massachusetts

New York	Philadelphia	Boston
100 Hudson St.	425 Sansom St.	114 State St.



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LIEBERS CODE

SCHALL & CO.

ESTABLISHED 1854



WHOLESALE IMPORTERS AND MANUFACTURERS OF

Confectioners' Articles, Ornaments and Materials

81 Barclay Street NEW YORK

16, 18 and 20 West Broadway

Manufacturers of

Gumpaste and Patent Composition

Cake Ornaments and Trimmings

Icing, Roses and Flowers
Gumpaste Flowers
Brides and Grooms
Gumpaste and Paper Leaves
Vases and Bouquets
Horse Shoes
Slippers
Marriage Bells
Canopy Ornaments
Lace Papers
Composition Hands
Birthday Candle Holders
Palette Knives
Sabatier's Knives
Ornamenting Tubes
Rubber Bags
Almond Paste
Ornamenting Paper



1320 9×4 in.

Importers of

Fancy Goods and Novelties

Ice Cream Specialties

Ice Cream Moulds—700 Designs
Fixtures for Moulds
Foliage for Moulds
Paper Cases
Lace Papers
French Fruits Glace
French Fruit Juices
French Fruit Pulps
French Marrons Entiers
French Marrons Debris
Imported Favors
Mignonettes
Fancy Boxes—Hand Painted
Satin Candy Boxes
Wedding Cake Boxes
Motto Papers, Verses and Cossaques
Costume Mottoes, Imported and Domestic

PAPIER MACHE IMITATIONS

Novelties Appropriate for all Holidays

SILK RIBBONS *and* FANCY CORDS

Latest Novelties for St. Patrick's Day, April Fool and Easter

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— GOOD ENOUGH — TO BEAR OUR NAME



LIKE all commodities of intrinsic value Ziegler's Original Milk Chocolate Stars bear a name of distinction. The name Ziegler appears on each star.

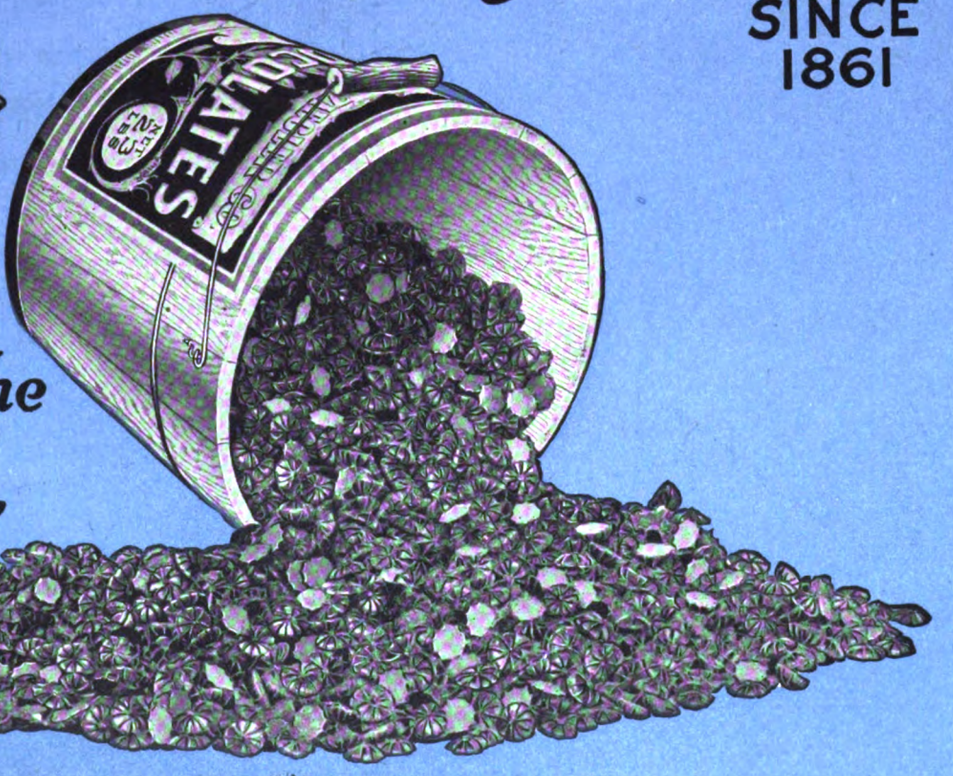
Our Milk Chocolate Stars have become a staple seller with the trade. Being a known quality they are enjoying a steady repeat business.

GEO. ZIEGLER CO.
MILWAUKEE, U. S. A.

Zieglers
SINCE 1861



The Sterling Mark on the GENUINE



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Actual Size

When the Candy is gone the Fun Begins?

Youngsters have discovered Candy Kum-Back Balls!

No dime ever spent brought more continuous fun—

Watch some youngster play with one—that's the answer

A novelty like this only comes once in many years.

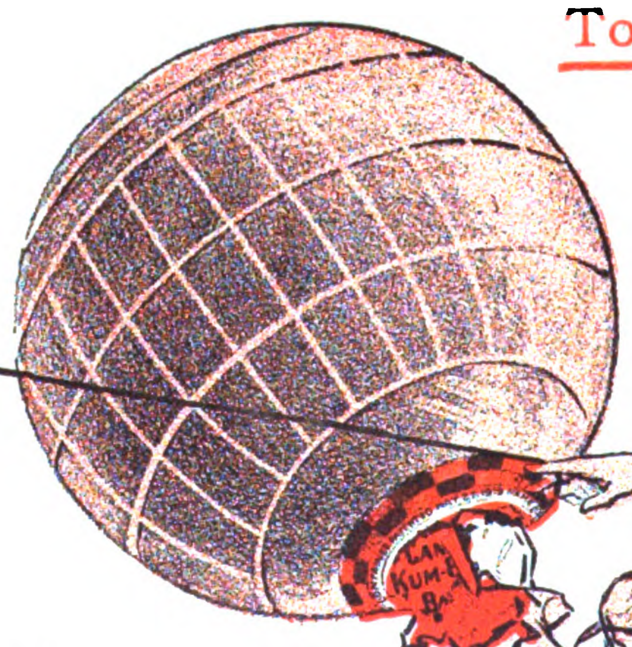
It is one **month old—Jobbers who** have put just **a little special effort on** them are **wiring in re-orders.**

Every jobber **who grabs this now is** due for a **cleanup in his territory.**

We are promising quick deliveries now. It's up to you.

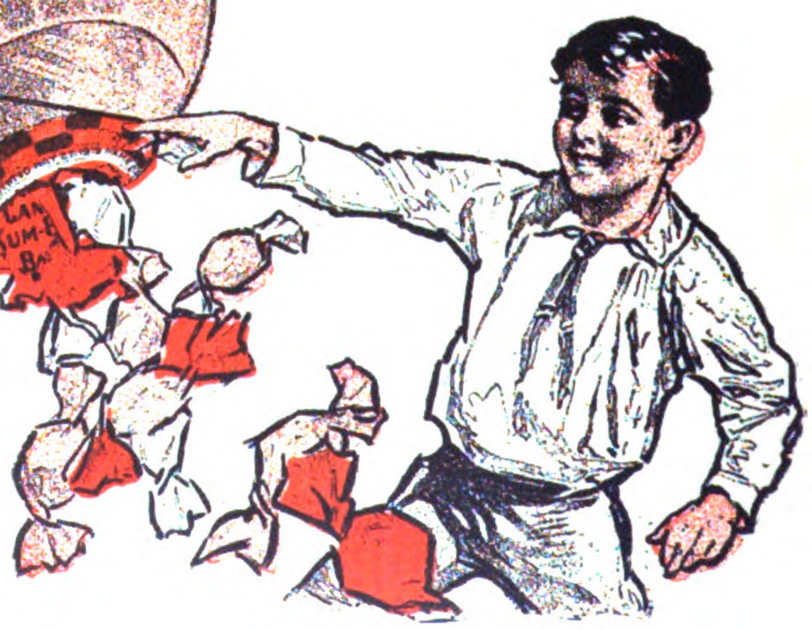
Sells For 10c





To The Jobber

CANDY KUM-BACK BALLS are packed in corrugated cartons—50 balls each. Each carton contains two fine lithographed window posters.



The Sykes and Thompson Co.
CLEVELAND
SOLE MANUFACTURERS

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TRADE A.N.H. MARK
REG U.S. PAT. OFF.

STAPLE GOODS

French Mixed Creams

Union Creams
Old Fashioned Licorice Gum Drops
Chocolate Creams
Chocolate Candy Goods
Cream Almonds
Sugar Almonds
Chocolate Almonds
Premium Mixed
Gum Arabic Mixtures
Marshmallows
Chocolate Marshmallows

MADE BY

HAWLEY & HOOPS

NEW YORK, N. Y.

THE ORIGINAL ORANGEADE



Daggett's Boston Orangeade
TRADE MARK

A BIG SELLER!

TRADE WINNER!!

MADE FROM FRESH FRUIT

SEND FOR A TRIAL ORDER
AND YOU WILL SEE THE
REASON FOR A REPEAT

PACKED 4 GAL. IN CRATE

DAGGETT CHOCOLATE CO.
BOSTON, MASS.

Package



or Bulk

Boston

CRYSTAL GELATINE

A necessary and satisfactory component of all high grade confectionery specialties. It insures light, fluffy marshmallows without crust. Made in the largest and best equipped gelatine plant in America. Free from injurious chemicals or other impurities. A standard product, most economical in the long run.

If you are particular—

Specify CRYSTAL GELATINE

Write us today for Samples and Prices

CRYSTAL GELATINE COMPANY
121 Beverly Street - - Boston, Mass.
New York - Philadelphia - Chicago - St. Louis - San Francisco

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"Satin Finish" HARD CANDY

IS UNQUESTIONABLY THE BEST MANUFACTURED

The Long Reputation of a Quarter of a Century is Convincing

FILLED CONFECTIONS

Containing Fruit and Nut Centers—Packed only in 5-lb. Cans

Bottled Candies

of the
Most Exclusive Line
containing—

Dainty and Attractive Hard Candies

Satin Finish

Assortment of

Penny Goods

in

HARD CANDIES — COCOANUT WORK
JELLY GOODS — GUM GOODS
PANNED GOODS — WRAPPED GOODS

MELLOMINTS—Sell EVERYWHERE EVERY TIME

BRANDLE & SMITH CO. Manufacturers of Original Specialties in Hard Candy — EIGHTH ST. NINTH ST. DAUPHIN ST. — **Philadelphia, Pa.**

5c—EASTER CANDIES—10c

RABBITS — CHICKENS — EGGS

BEST QUALITY MADE

THEY SELL



THEY REPEAT

PROMPT SHIPMENTS

SOLID CREAM CENTERS
SOLID MARSHMALLOW CENTERS
CREAM AND MARSHMALLOW CENTERS

ORDER AT ONCE

THE H. J. RIGBY CO., Inc.

630-632 HUDSON ST. NEW YORK CITY, N. Y.

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RIPPEY'S
Powdered Foamoline

(TRADE MARK REGISTERED)

Specially Prepared For Manufacturers of **ICE CREAM, Sherbets, Fruit Frosts** AND **Water Ices**



No Heat or Eggs required, you simply mix Rippey's Powdered Foamoline with the sugar while dry, add your cream or milk and it is ready for the Freezer.

WE WILL SEND BY MAIL, POSTAGE PAID,

Full ½ pound on receipt of 25c. Also our Formulas for making Ice Creams, Sherbets, Fruit Frosts, Water Ices, Soda Water Syrup from Canned Fruits. Recipes Mailed Free on receipt of name and address. Caution: Rippey's Powdered Foamoline is packed in one pound boxes with registered trade-mark and signature of William Rippey on every box. Never sold in Bulk.

WILLIAM RIPPEY

No. 107 E. Second Street CINCINNATI, O.



How fast they go!

Everybody wants them—kiddies and grown-ups, too. Wholesome purity and popular flavor make them continual repeaters, lively profit-bringers.

Packed in air-tight tin cans in various sizes. Write for prices.

MANUFACTURING CO. OF AMERICA
Philadelphia, U. S. A.

ATLANTIC MINTS



Purest in Quality and Best in Price

WE SPECIALIZE IN THE MANUFACTURE OF

Chocolate Coated Almonds
Chocolate Coated Filberts
Chocolate Coated Peanuts
Chocolate Coated Caramels

Our facilities enable us to quote lower prices than any other house in the country.

Also

FIVE CENT CHOCOLATE PEANUT BARS — Packed 40 to a box
ONE CENT CHOCOLATE PEANUT BARS — Packed 100 to a box

These Are Excellent Eating Pieces and Big Sellers

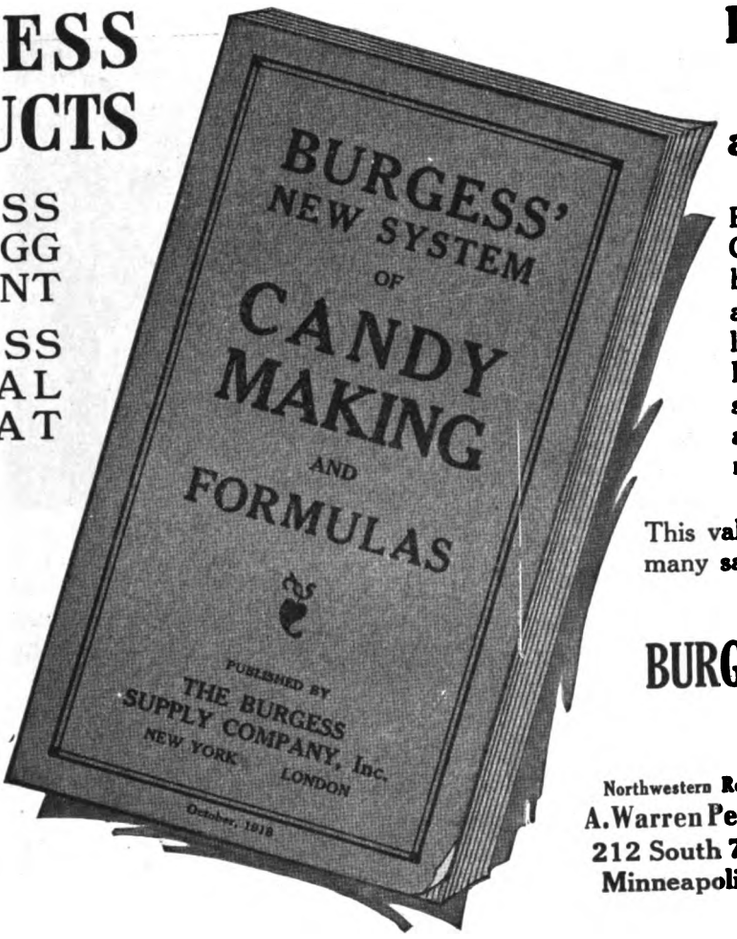
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BURGESS PRODUCTS

BURGESS CREMEGG FONDANT

BURGESS SPECIAL NOUGAT

We will gladly mail a copy of this book to any manufacturing Confectioner, free, upon request.



Burgess' New System of Candy Making and Formula Book!

BURGESS' NEW SYSTEM of CANDY MAKING and FORMULA book contains many valuable recipes and suggestions. This book is published by Burgess Practical Service Department, which will make a special effort to suggest a remedy for any trouble you may have in the manufacture of candy.

This valuable service is maintained for our many satisfied customers.

BURGESS SUPPLY CO., Inc.

NEW YORK, N. Y.

Northwestern Representative
A. Warren Peterson Co.
212 South 7th Street
Minneapolis, Minn.

Pacific Coast Representative
Marston-Greening Co.
1271 East 6th Street
Los Angeles, Cal.

Look for this Brand and get the Best

Hollis CHOCOLATES

and

Hollis Cocoa

for all purposes

We offer you the

Best Cocoa Powder

at the lowest price

Write for Terms

W. G. HOLLIS

Franklin and Plum Sts. Reading, Pa.

Agents Wanted in Every State

Look for this Brand and get the Best



SPORTSMAN'S "CHOCOLATE BRACER"

REG.

If you desire a change from Mild-Sweet Milk Chocolate

TRY A

Sportsman's "Chocolate-Bracer"

"A Man's Chocolate"

REG.

Also Mfrs. of the FAMOUS

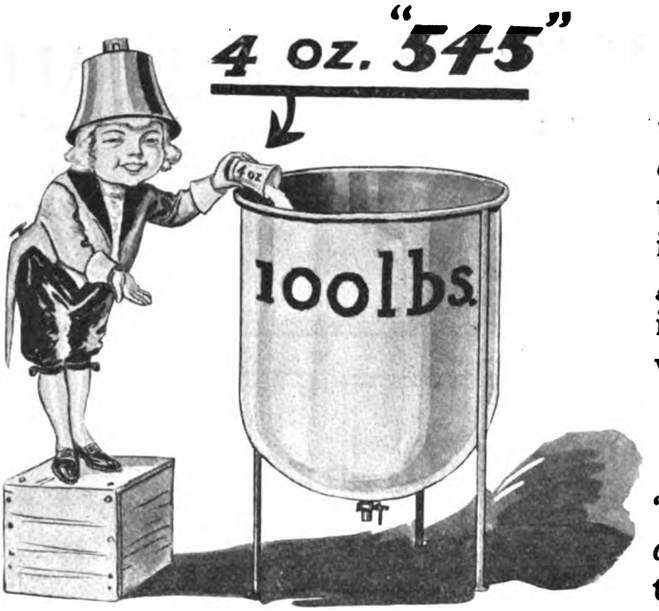


16 to 1 PENNY STICKS

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I Appeal, Frankly, to Your own Good Sense

All my business victories — and they have been many—have come from the exercises of good business sense on the part of the men and firms who are now my steady customers. They knew that if my claims were true, I had exactly what they wanted; and they had enough faith in my sincerity to *test* my goods. The *test* always "did the business."



"545" Vanilla Compound

gives to candies a more permanent and a richer vanilla flavor than can be secured from pure bean extract, because

"The Flavor Lasts"

Vanilla bean extract is so volatile that much of it disappears in the presence of heat in the batch; and most of the rest of it escapes from the candies before they reach the consumer.

Why waste money on flavor that your *customers* will never taste? Sentiment is admirable but *good sense* has it beaten forty ways.

Especially when *"545" in the candy* has a richer, truer vanilla flavor than what is left of the vanilla extract.

And 4 ounces of "545" flavors 100 pounds of candy.

Let us send you a sample to test.

Wm. M. Bell PRESIDENT **Tisco Co.**

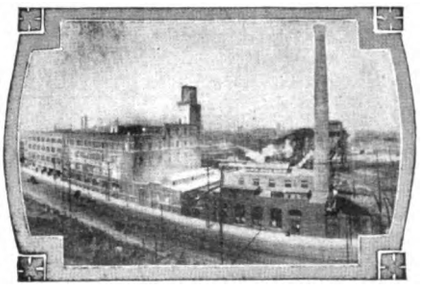


Northwest Office
523 Metropolitan Life Bldg.,
Minneapolis, Minn.

2 East Lake St.
Chicago

Southwest Office
208 E. Myrtle St.,
San Antonio, Texas

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CHICAGO PLANT

DRIED EGG PRODUCTS
from China

CEYLON DESICCATED COCONUT
all cuts

MOULDING and THIN BOILING
STARCHES

CONFECTIONERS' FLOUR

Continuity of Purpose

The idea of a specialized service centered upon a chosen group of products was born within this organization fifty-six years ago. Through periods of both industrial expansion and depression a policy of uniform product value has stood unshaken.

This continuity of purpose, under expert administration of able representatives, has moulded favorable opinion as reflected by the generous trade response of a varied clientele.

STEIN, HALL & CO., Inc.

Manufacturers and Direct Importers

61 Broadway **New York City**

BRANCHES:
BOSTON PHILADELPHIA SAN FRANCISCO
STEIN-HALL MFG. CO.
CHICAGO

J. W. STREETON CO.

Ribbon Manufacturers

357 Fourth Avenue NEW YORK, N. Y.

RIBBONS RIBBONS JUST RIBBONS

Ribbons particularly for the Candy Manufacturer

Samples and prices upon request

Select Brand **Quality and Service**
Before Placing Your Order on

Glassine Bags
Kraft Bags

Specialties
Tissue Paper
Waxed Paper

Get Our Quotations

SELECT PAPER CO.

219 East 23d Street
New York City

DRY MILK

CREMORA "A" (Dry Whole Milk) has, by uniform quality and sterling merit, won its way into nearly all of the large Milk Chocolate plants in this country.

CREMORA "CS" (Dry Cream) contains 53% pure butter fat, makes delicious Caramels, Fudge and Ice Cream.

THE DRY MILK COMPANY, 15 Park Row, New York
U. S. Food Administration License No. G 00830

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ATTENTION! Some Real Business-Getters!

Stuffed Dates (in 5-lb. boxes), (with walnuts, almonds, figs or peanut butter)
Fig Walnuts (5 lbs.)
Date Balls (120 count)
Fig Balls (120 count)
Chocolate Covered Fig Bars (24 count)

EXCELLENCY REPCO BRAND RELIABILITY PURITY Trade Mark

Chocolate Coated Penny Dates (120 count)
Chocolate Coated Stuffed Dates (5 lb.)
Chocolate Coated Plain Dates (5 lb.)
Chocolate Coated Half Figs (120 count)
Chocolate Coated Whole Figs (5 lb.)
Chocolate Coated Fig Walnuts (5 lbs.)
Chocolate Covered Date Bars (24 count)

Our new plant is going at full speed. We manufacture Date and Fig Specialties only—therefore we are enabled to quote low prices.

A Good Suggestion---Chocolate Covered Penny Dates (120 count)

THE BIGGEST VALUE AND TREAT FOR THE KIDDIES. WRITE FOR A SAMPLE ORDER.

We Solicit Your Patronage. May We Have the Pleasure of Serving You?

REVERE PRESERVING CO., Inc.

BEST IN QUALITY
LOWEST IN PRICE

DATE and FIG SPECIALTIES
20 FULTON PLACE
BOSTON 16, MASS.

QUOTATIONS TO
WHOLESALERS & JOBBERS

Holman's Golden Krunch Body Builders

A Concentrated, Highly Nutritious Food Confection.

These Body Builders contain a carefully selected peanut-butter center, which is skillfully woven in a molasses jacket, and coated with choice golden brown toasted cocoanut.

Golden Krunch Body Builders are so scientifically blended that the teeth naturally Krunch this delicious food confection, and they melt away in your mouth, leaving that moreish taste.

You will like Holman's Golden Krunch. Try two or three after each meal daily.

Prompt shipments in 5 Lb., 10 Lb., 16 Lb., and 33 Lb. tins to all points in U. S. A. and Canada. Write for samples and prices.

The Holman Confectionery Co.

2026-2030 East Willard Street
Philadelphia, Pa.

Fluffy Tinsel for Easter Baskets and Decorations

Fluffy Tinsel can be had in gold or silver. In appearance and economy it is superior to colored excelsior or shredded parchment.

Tie your Candy Boxes with
Silk Tassel Cord
or
Tinsel Cord

It is strong, popular and enhances the attractiveness of boxes and packages. We manufacture only the best quality and our prices are right. Samples and quotations on request.

Write today.

John W. Gottschalk Mfg. Co.

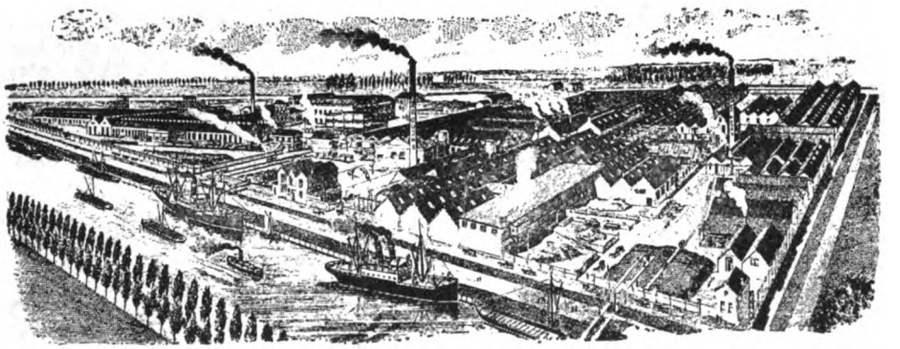
Lehigh Avenue and Mascher Street
PHILADELPHIA, PA.



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T. M. DUCHÉ AND SONS

ESTABLISHED 1857



PLANT IN BELGIUM, WHERE PURE FOOD GELATINE IS MANUFACTURED

If you want uniformity, excellence, quality and trade-stimulating goods, you can get all these and more by the use of

DUCHÉ'S "Dagger" Brand GELATINE

We have manufactured **Pure Food Gelatines** for the past **Thirty-five Years** and this in itself should **Convince You** of the stability of our products.

We are manufacturing a special grade for Marshmallow and general confectionery purposes. This grade is known as our **Dagger Brand Super Extra Gelatine,** a sample of which can be had on request. It is very strong, absolutely sweet and odorless, **and is guaranteed to comply with all Federal and State Pure Food Laws.** It has the quality of beating up and the strength to hold up a batch of Marshmallow until it is cast in the mould, thus insuring a lighter piece of goods and a greater yield.

IMPORTERS AND HEADQUARTERS

SHELLED NUTS
EGG ALBUMEN
PEELS

GUM ARABIC
JAPANESE GELATINE
CANNED FRUITS
CHERRIES

CEYLON COCOANUT
GLACÉ FRUITS
MILK POWDER

T. M. DUCHÉ AND SONS

376-378 Greenwich Street
NEW YORK

LONDON
GLASGOW BOSTON
MANCHESTER CHICAGO
PARIS CLEVELAND
BUENOS AYRES LOS ANGELES

Factories:
VILVORDE
PONT-BRULÊ } BELGIUM
GRIMBERGHEN
AVELLANEDA, BUENOS AYRES

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CANDY BOX MATS, LACES,
LAYER CARDS, DIVIDERS, ETC.

American Bon Bon Cups

America's Standard
Candy Cup
Once tried
always used

AMERICAN LACE PAPER CO.
LARGEST PRODUCERS OF CANDY CUPS IN AMERICA
MILWAUKEE, WIS.
CHICAGO – NEW YORK
PHILADELPHIA – BOSTON

Lyons' California Glace Fruit Co.
Manufacturers of
California Glace and Crystallized Fruits

Highest grade Merchandise, always fresh, made from the choicest selected California Fruits. Prepared under strictly sanitary conditions.

To supply the demand for our product during the coming season we have again enlarged our plant and will again considerably increase our output. Our goods are giving general satisfaction and wherever once introduced are leading all other makes in sales. We don't ask a customer to load up on stock, we carry the Fruits in syrup and only pack them on orders, consequently no need to take stale or dried-out stuff.

WE SPECIALIZE ON:

Assorted California Glace Fruits
in handsomely decorated wood boxes, 1, 2, 3 or 5 lb. net weight; no need to repack.

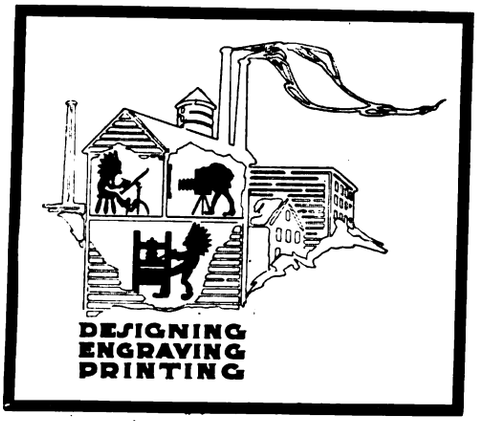
California Golden Glace Apricots
solid pack, 6 or 8 lb. boxes, better goods than the French for less money.

California Glace Stuffed Prunes
with all the flavor of the choice Santa Clara Valley Prunes, in 1 and ½ lb. tins.

California Crystallized Strawberries
finer than the imported, in 1 lb. and 10 oz. fancy cartons

Write for Samples and Prices

535-551 Folsom Street, San Francisco, Cal.



THE DESIGN—THE ENGRAVING
THE PRINTING—THE WAX PAPER

Every part of this work is done in our own plant by men trained to our standards.

NASHUA WAXED WRAPPERS

ARE THE PRODUCT OF EXPERIENCE
ORGANIZATION *and* RESPONSIBILITY

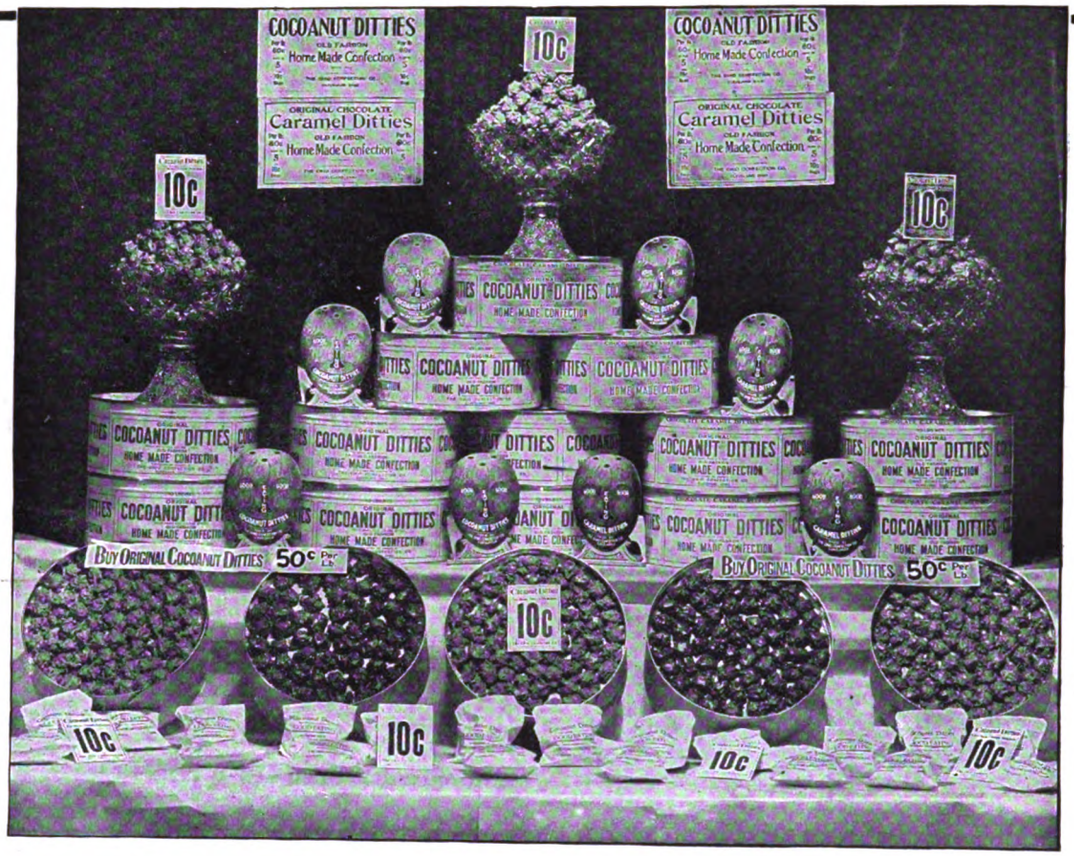
NASHUA GUMMED & COATED PAPER CO.
NASHUA, N.H.

Mills in NEW HAMPSHIRE OHIO NEW YORK CANADA

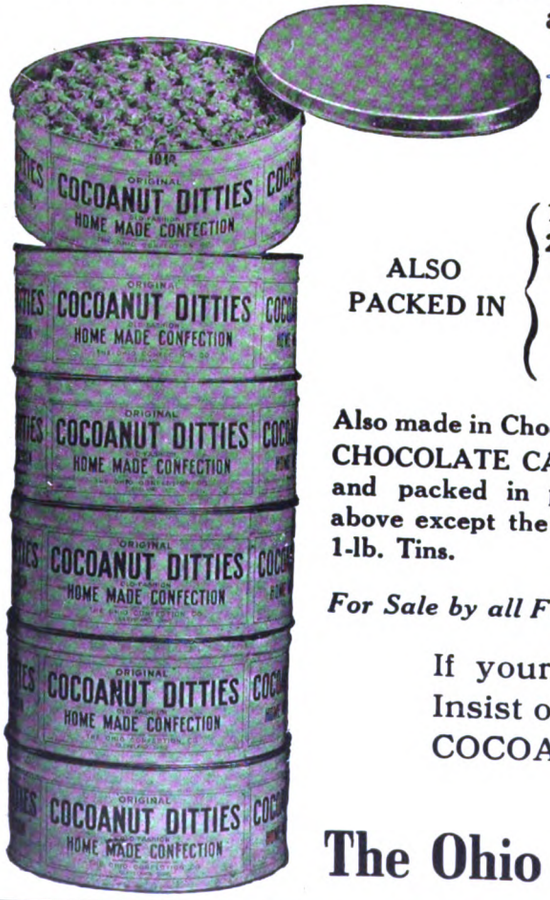
Branch Sales Offices

Chicago, Ill.
Middletown, Ohio
New York City
Portland, Ore.
San Francisco, Cal.
Montreal
Arcade, Toronto

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One Thousand Pounds a Week was the rate at which Cocoanut Ditties sold in one store with this Window Display. Cocoanut Ditties will make money for you too, because they please the consumer. Cocoanut Ditties are guaranteed to keep well in all climates and sell well in summer as well as in winter.



This cut shows our 10-lb. Tin. Six 10-lb. Tins to Crate.

ALSO PACKED IN
- 15-lb. Wood Cases
- 20-lb. Wood Pails
- 5-lb. Paper Boxes
- 1-lb. Fancy Boxes
- 1-lb. Litho. Tins
- 15c Packages

Also made in Chocolate Flavor called CHOCOLATE CARAMEL DITTIES and packed in packages as per above except the 15c packages and 1-lb. Tins.

For Sale by all First Class Jobbers



This cut shows our 25-lb. tin, one tin per crate

If your Jobber cannot supply you, advise us.
Insist on the Original and beware of Imitation.
COCOANUT DITTIES always repeat.

Manufactured by

The Ohio Confection Co., Cleveland, O., U.S.A.

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THROUGH an unbroken career of many years in the manufacture of candy wrappers the L. A. Liebs Company, Inc., has attained a reputation for quality, service and fair dealing of which they are justly proud.

THE CANDY WRAPPER HOUSE

TRADE MARK REG. U. S. PAT. OFF.

No Package Line is Complete Without

one or more boxes packed with

LIEBSWRAPS

When you contemplate a new and distinctive package we will be pleased to assist in its creation

L. A. Liebs Co.

INCORPORATED

312-316 East 23rd Street, - NEW YORK
Nine Clinton Street - - NEWARK, N. J.

Candies for Kiddies

The ***Ever Welcome*** Kinds. Made by the ***Folks*** who ***Know*** how to make them ***Best.***

Rochester Marshmallow Co.
Rochester, N. Y.

REGAL and **SUPERFINE** Marshmallows

ROYAL Marshmallows



THE HIGHEST ATTAINMENT in Marshmallow making. Distinctly superior in texture, flavor, package and keeping quality.

Well advertised in popular magazines. Quick sellers. 1 lb. and ½ lb. boxes. 5 lb. cartons.

Rochester Candy Works, Rochester, N.Y.

Digitized by Google

J. E. McGOLRICK
BROKER IN
COCOA-BEANS COCOA-BUTTER
75 FRONT STREET NEW YORK CITY

FOIL
Plain, Embossed and Mounted
FOIL of QUALITY
STANDARD ROLLING MILLS, INC.
363 Hudson Ave., Brooklyn, N. Y.



Established 1855
FRIES & BRO., 92 Reade Street, New York
Manufacturers and Distributors of
THE STANDARD FLAVORS FOR Quality, Strength, Uniformity
Peach Grape Strawberry Apricot Maple
Raspberry Pineapple Cherry Honey Banana
Violet Root Beer Sarsaparilla, and many others.
Sixty years' experience enables us to supply the best and most concentrated flavors at a minimum cost.

VON DANNENBERG & PICK
82-92 Beaver Street
129 Pearl Street
New York City
BROKERS IN
All Grades of Cocoa Beans
Cocoa Butter and Cocoa Products

Chocolate Coatings
Chocolate Liquors
Cocoa Powder
Cocoa Butter
To try Hooton Products and Hooton Service is to Become a Regular User of Both
Have we heard from you lately ?
HOOTON COCOA CO. HOOTON CHOCOLATE CO.
NEWARK, NEW JERSEY

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Do You Think of Your Candy Box As Just a Container

If You do then your boxes are an expense

You may think your customers do not notice whether your box is attractive. How about the nationally known manufacturers who strive to outdo one another in the beauty of their packages?

Why do they do this? Surely not for the pleasure of spending money. No, it is because these big fellows know that an attractive container sells more goods.

You keep your expense of doing business as low as you can; you are keen about prices and extra discount, yet you overlook a good bet if you do not take advantage of the advertising value of your boxes.

On your bulk candies you are not competing with the big manufacturers' boxes, but you are in competition with every local confectioner. Stop using cheap folding boxes. They cheapen your store.

Climax Folding Boxes cost but a fraction of a cent more per pound of candy. For this small difference you get a container that will please your customer and advertise your store.

Climax Folding Boxes are an investment in advertising, and advertising pays. Write for samples and prices.

CLIMAX DE LUXE
With Blue, Dark Green or Deep Brown panels
CLIMAX AA
CLIMAX B

WHITNEY & COMPANY

Makers of Boxes that pay for themselves

114-124 WATER ST. LEOMINSTER, MASS.

Window Display Cards increase sales.
Write our Service Department for a set.

Digitized by Google

PURE VANILLA EXTRACT

ATLANTIC IMPORTING CO.
617-623 Eleventh Avenue, New York



No. 18767/10—PALM PLANT
natural prepared, everlasting, 48 inches high with 10 leaves, $3.00 each with pot, $2.50 without pot.
Write for my SPRING CATALOGUE No. 18—with illustrations in colors of Artificial Flowers, Plants, Trees, etc., MAILED FREE FOR THE ASKING.
FRANK NETSCHERT
61 BARCLAY ST. NEW YORK, N. Y.

ESTABLISHED 1876
SNYDER & WHEELER
BROKERS IN
All Grades Cocoa Beans
AND COCOA BUTTER
128 Pearl Street NEW YORK

EST. 1862 INC. 1902
Daniel S. Dengler & Son, Inc.
Manufacturers of Collins' Ice Cream Powder and Vanilla Sugar
Importers and Wholesale Dealers in
Shelled Nuts and Confectioners' Supplies
Highest Grades Best Qualities
CORN SYRUP
ALMONDS COCOANUTS PEANUTS
CHOCOLATES FLAVORS GLACED FRUITS, Etc.
Full Line Fruit Juices, Crushed Fruits, Syrups, Etc., for the Soda Fountain. Write for Prices
102 Chestnut Street PHILADELPHIA, PA.

Mr. Dealer—

Prepare to increase your sales in 1922 by having plenty of our

NEW, BIGGER, BETTER, PENNY GOODS

in stock. We are also making some new

EASTER NOVELTIES TO BE RETAILED AT

5c and 1c each

These are sure winners

ORDER NOW

Samples on request

The LAUER and SUTER Company, Baltimore, Md.

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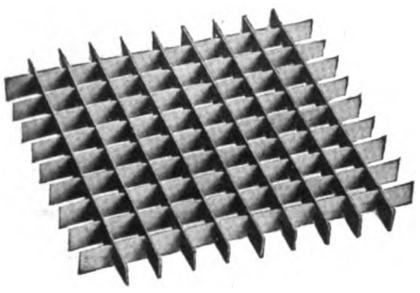
Lightning Pail Partitions

By far the most economical and satisfactory Pail Partition on the market



Wherever production and costs are considered you will find the Lightning Pail Pockets

Enamel Finish Caramel Dividers



Ready for Packing

Enamel Finish Caramel Dividers are designed especially for the packing and shipping of unwrapped caramels. If you will let us know the size of your container and the quantity of caramels packed in each, we will send you a complete set of **Enamel Finish Caramel Dividers** and demonstrate to you that this is the most satisfactory and economical method of packing your caramels.



When Packed

CHICAGO CARTON COMPANY

4433 Ogden Avenue, Chicago, Ill.

Designers, Printers, Makers of Fibre Shipping Cases, Folding Paper Boxes and Specialty Paper Packages

Digitized by Google

Concerning Paper Boxes Do You Know—

That Youse Boxes are the product of 52 years of experience.

That Youse creates Boxes for every line of high-grade candy.

That Youse Boxes Carry An Appeal Which Means Increased Sales.

That Youse gives as much time and care and thought to small buyers as to the largest.

That Youse features extension top, padded boxes; hand-painted, satin and ribbon decorated; Easter and Valentine specialities.

C. J. Youse Company

(Established 1869)

HOLLIDAY & SARATOGA STS.,
BALTIMORE, MD.

For Better Refrigerating Brine at Low Cost

Whether in a large plant or in a small plant you will find that by using the superior brine medium,

SOLVAY

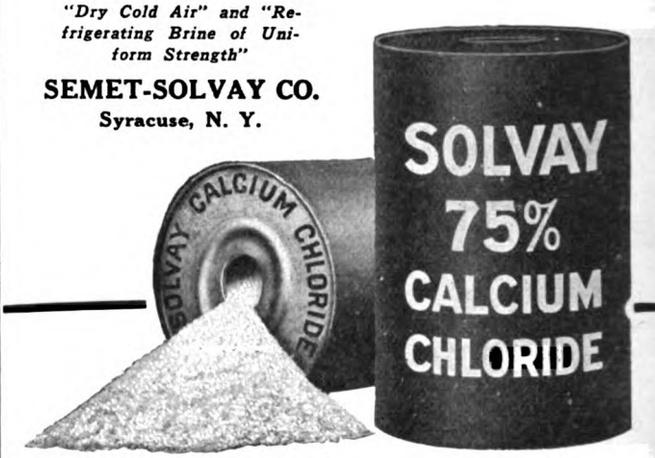
75% Calcium Chloride

an increase of 15% in the quality of brine and a corresponding decrease in the cost of production will result. It furnishes a free-circulating alkaline brine which, under ordinary conditions, will not corrode or injure the pipes.

Thirty-six distributing points throughout the country insure the prompt shipment of your order.

Write for Free Booklets "Dry Cold Air" and "Refrigerating Brine of Uniform Strength"

SEMET-SOLVAY CO.
Syracuse, N. Y.



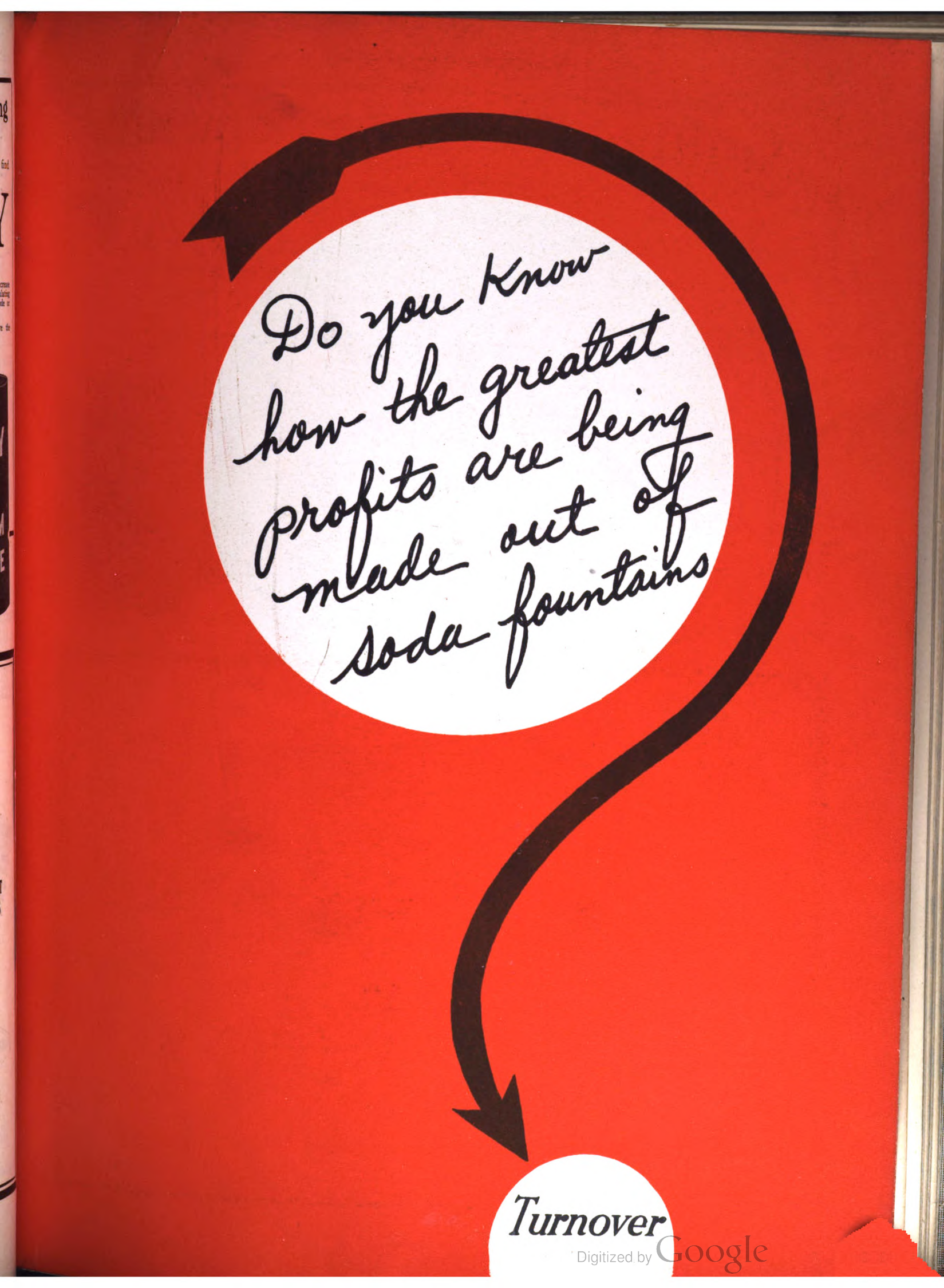
TWO STICK PACKAGE
BLOOD ORANGE FLAVOR

Wischmann's
XXX
PENNY
GUM

100 NET COUNT
60 BOX CASES

WM. J. WISCHMANN
100 GRAND AVE., BROOKLYN, N. Y.

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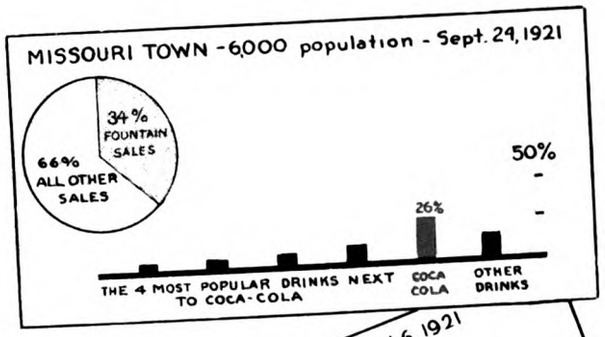
Getting Consumer Demand

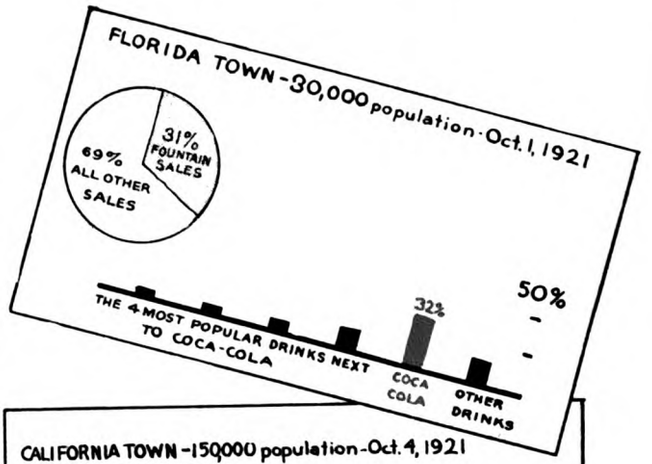
As the "Old Salt" sets his sails to catch the wind, so the successful merchant offers the goods the public wants.

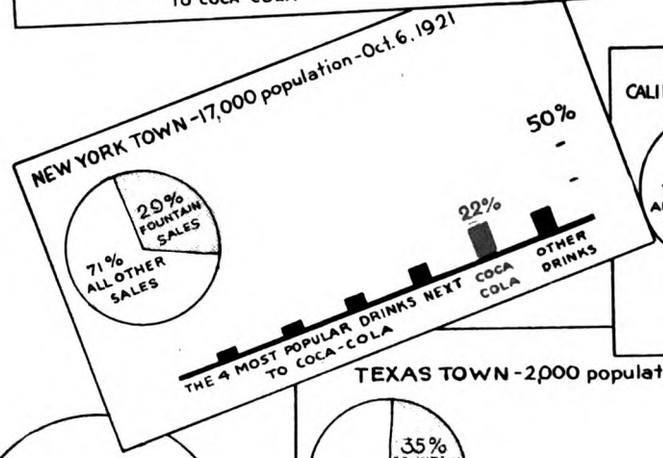
Here are some charts on drug store sales that are typical of what is being done throughout the country. These charts are not based on theory, but on facts obtained by a nation-wide survey of drug store business.

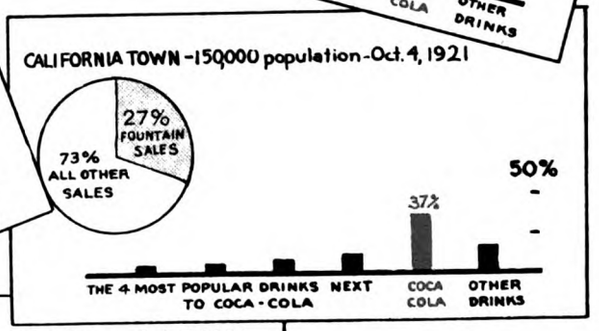
The circle, representing sales of all kinds, is divided to show the proportion of fountain sales to all other sales.

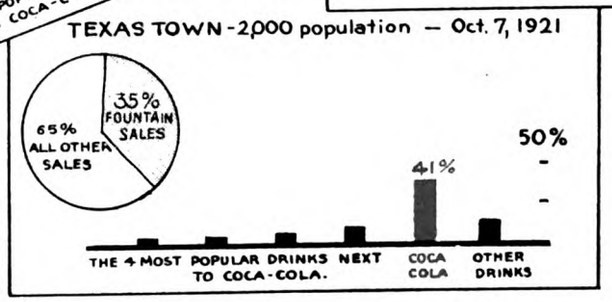
The bar charts show fountain sales only.











I can't imagine running a fountain successfully without Coca-Cola.
—*Dallas Druggist*

We make more money on Coca-Cola than on any other item of merchandise.
—*Los Angeles Druggist*

I push Coca-Cola because it brings in customers who buy other things.
—*Kansas City Druggist*

Coca-Cola sales taught me how to make a drug store pay.
—*Buffalo Druggist*

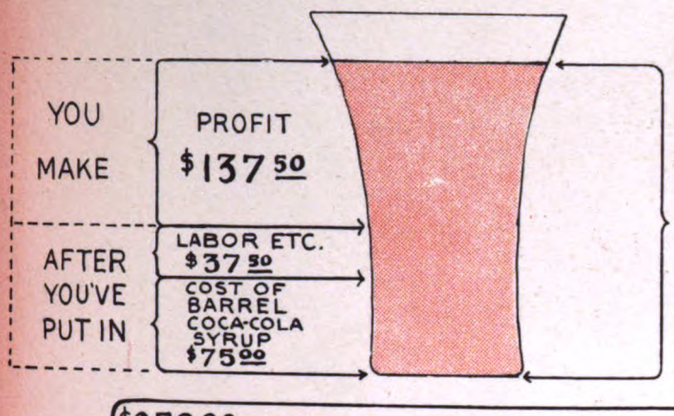
I've got 12 fountains, established largely on profits from Coca-Cola.
—*Atlanta Fountain Store Owner*

Coca-Cola has done more to make my fountain popular than anything else.
—*Minneapolis Druggist*

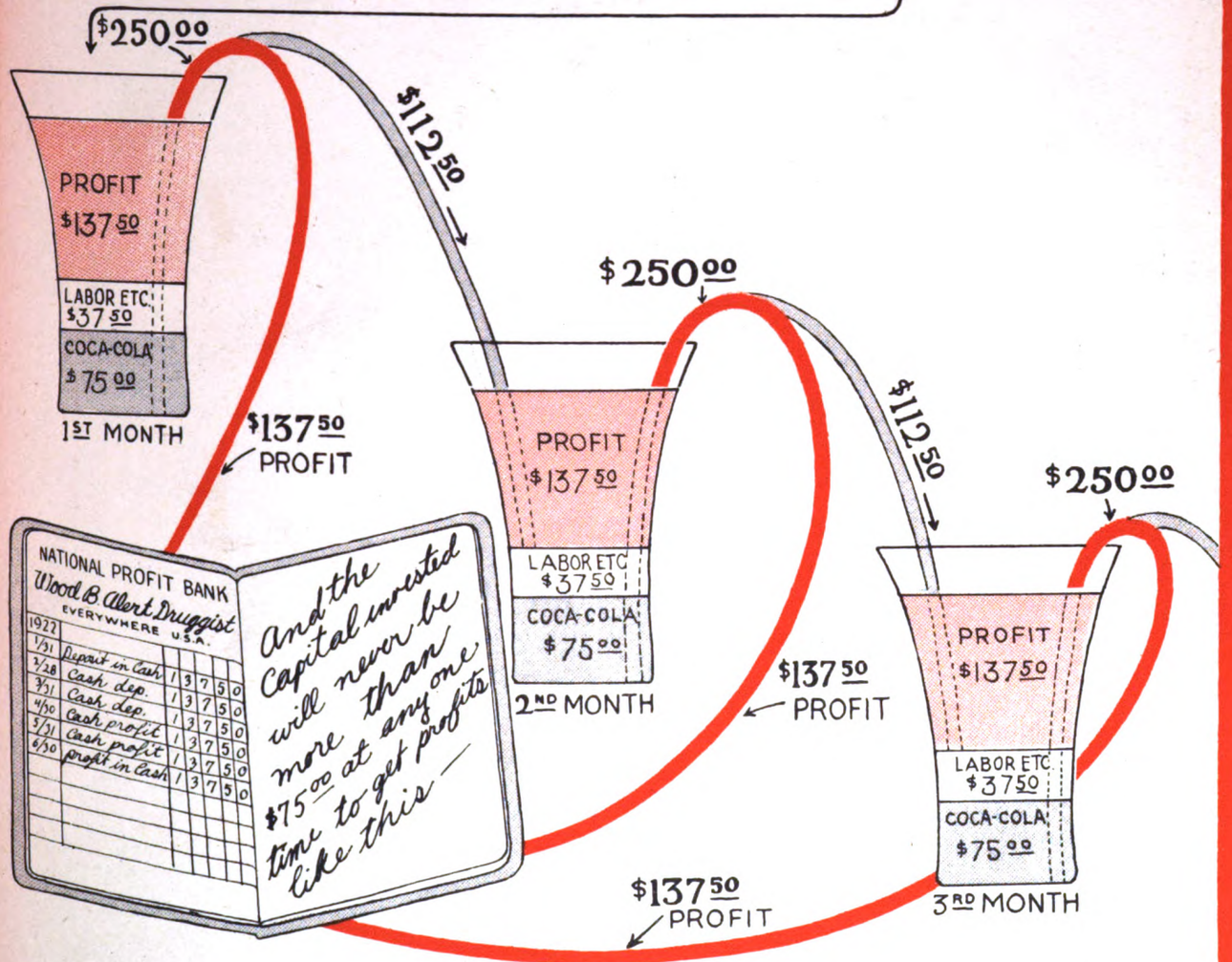
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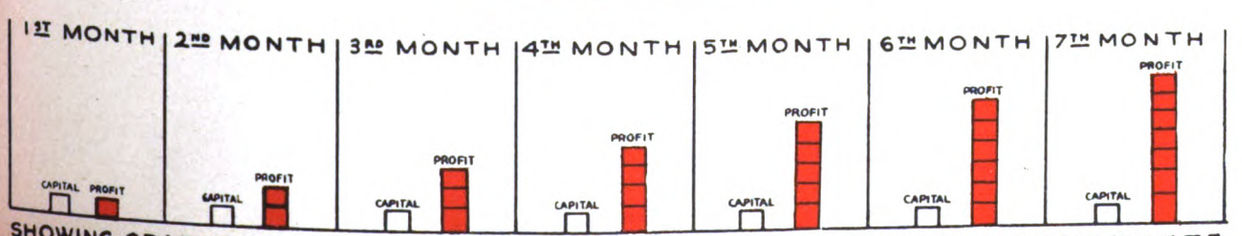
COCA-COLA'S TURNOVER

A sure way to make your Fountain Pay



YOU TAKE OUT A TOTAL OF $250 00 (5,000 GLASSES AT 5¢ EACH) OF WHICH $137 50 IS CLEAR PROFIT SEE HOW THE PROCESS IS REPEATED AGAIN AND AGAIN.





SHOWING GRAPHICALLY HOW WITH A SMALL INVESTMENT THE PROFITS ACCUMULATE

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Volume

Volume is what we are all striving for in business.

You can serve Coca-Cola in less time than you can serve almost any other beverage; and you can serve more orders, because the consumer demand is there.

These things are what make profits from the nickel big.

Fourteen regional syrup factories, 10 divisional warehouses and 2,000 jobbers mean quick deliveries of fresh Coca-Cola, in large or small quantities, to dealers everywhere.

An inviting fountain, with dispensing up to the well-known standard, assures profitable public patronage.

Serve

Coca-Cola

TRADE MARK REGISTERED

Delicious and Refreshing

THE COCA-COLA COMPANY, ATLANTA, GA.

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MAKE your advertising original, make it unique, different from that of other stores, but don't make it freakish so it will keep people thinking about the advertisement while they forget about what it advertises.

Fred L. Mitchell & Son

WALNUT MEATS

160 lb. Barrels — For Ice Cream Makers, Bakers and Confectioners — 50 lb. Boxes

SANTA ANA, CALIF. 214 French Street

YOU CAN INCREASE THE SALE OF YOUR GOODS

...BY USING...

GAMSE'S LITHOGRAPHED

CANDY BOX TOPS

BEAUTIFUL COLORS HIGHLY EMBOSSED

SAMPLES ON REQUEST

H. GAMSE & BRO.

GAMSE BUILDING BALTIMORE, MD.



Actual Size of

SUREHIT

5c

Marshmallow Bars

are a big hit on account of their good eating quality and their large size. When buying *Surehit* one sure does get their money's worth.

Write for Prices



Colonial Confectionery Corporation

Howard & Norris Sts.

Phila., Pa.

Special Sugars for Confectioners

The importance of sugar in determining the quality, flavor, appearance and cost of confections is very great.

Realizing this, we have produced a number of varieties of clean cane sugar especially adapted for making good confections. These sugars are so graded that there is one best suited for every need.

American Sugar Refining Company

The Most Complete Line of Sugar in the World

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Don't let your chocolate coatings spoil your centers

YOU know how it is with an apple pie. The apples may be very good, but if the crust isn't up to the apples, it's a second rate apple pie.

That's the way it is with chocolate coatings. The best centers can be spoiled by poor coatings. But all centers can be vastly improved in goodness and flavor by the right coatings.

Use RUNKEL'S *Chocolate Coatings*

With Runkel's it isn't a case of making one coating do for all kinds of centers, for there is a special Runkel coating for every kind of center. And every kind is the right kind.

Remember, the coating is the first thing the consumer tastes. It can make or break a line of chocolates. Runkel's Coatings will *make* the line. They are bound to bring in repeat orders for your brand of chocolates.

Send for a Free Copy of Runkel's Book of Chocolate Coatings!

So that you may find out for yourself, we will send you, a free copy of Runkel's Book of chocolate coatings, containing actual samples for you to taste and test. This is a unique offer for candy manufacturers. Take advantage of it — today. Mail the coupon at once.

RUNKEL BROTHERS, INC.
450 West 30th Street, New York City
CHICAGO PHILADELPHIA

Runkel Brothers, Inc., 451 West 30th Street, N.Y.
Please send me, without charge or obligation, a copy of your book of chocolate coatings.
Writer's Name _____
Firm Name _____
Address _____

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FANCY PAPER EASTER EGGS

A truly wonderful line. From the smallest made to one as large as a Watermelon, in design of Pictures, Flowers and Comics. Prices to retail from 5c to $5.00 each. Unsurpassed for beauty and variety. All in stock for immediate delivery.

SNAPPING MOTTOES. We now have the largest sale in America and our constantly increasing sales show that for high class goods we must be quoting very cheap prices.

CHINA KEWPIE DOLLS. China Kewpies classily dressed, instant sellers. Prices from $4.50 per dozen upwards. Try them and see.

MINIATURE DRESSED CELLULOID DOLLS. 50 different styles. Brides, Grooms and a dandy unique variety at $1.50 per dozen. Try a few dozen assorted.

Catalog free on request.

B. SHACKMAN & CO.

906-908 Broadway at 20th Street **New York City**

GET BUSY

NOW ON THE MARKET:

CHOCOPOPS **FLYING TOPS 1c.**

PENNY COUGH DROPS **PAINTED TOPS 2c.**

Something new in the toy line, Penny Specs, packed 100 in a box. Don't forget our regular line of Premium Boxes including OUR KIDDIES.

THE GEO. J. BRUNELL CO.

18 Park Street **Webster, Mass.**



Chinese Baskets

in nests of 5, trimmed with silk tassels, coins, beads and glass rings.

These baskets are wonderful sellers with the candy trade.

Send for Price List

Cole Toy & Trading Co.

324 S. Hill Street

Los Angeles California

LATEST CREATION—NOTHING EVER MADE CAN TOUCH IT

CANDY BOXES

Light in weight
Washable
Sanitary
Non-Poisonous

Two solid parts, cover and botom.

Correct in every detail, shape, color and design.



Made in the following designs:

Renaissance
Dutch
Angel (day)
Angel (night)
Venus

One to nine colors:
Gold—Silver
Hand Painted
Antique

New designs to be added in the near future.

Packed each in a container.

Write for samples and prices. Prompt delivery.

RENAISSANCE (original size 6⅝") To hold one pound of candy

OFFICE AND FACTORY **THE AMERICAN PLASTIC PRODUCTS CORPORATION** **FLUSHING, L. I., N. Y.**

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A Good Reason Why You Should Buy

METRO "BETTER CANDIES"

Baltimore, Md., January 9, 1922.

The Metro Choc. Co., Inc.,
122 Washington Ave.,
Brooklyn, N. Y.

Gentlemen:—

Please increase our standing order for NUT MALLOWS, 24's, from one case to three cases, to be shipped weekly, until further notice.

Also please rush order given to your representative for Chocolate Cracks and 5c Pillows, and route all shipments in the future via B. & O.

Very truly yours,
Signed by one of the largest Jobbers.

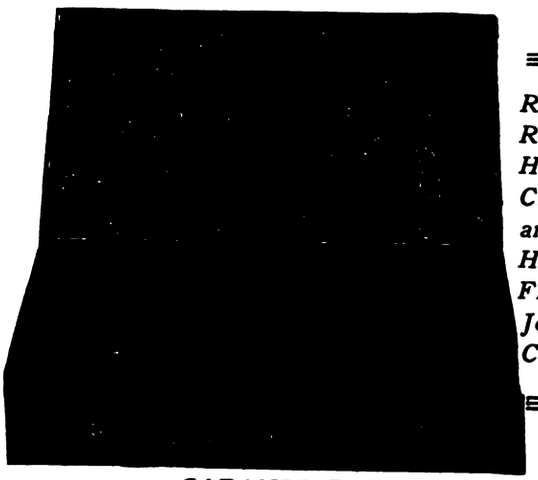
The Metro Chocolate Co., Inc.

122-124 WASHINGTON AVE., BROOKLYN, N. Y.

Samples cheerfully sent.

Dockman's

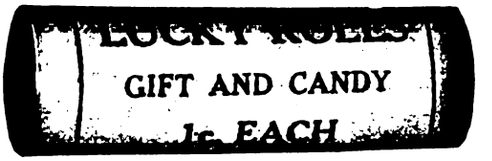
MADERIGHT CONFECTIONS



Regal Rolls Have Cream and Highly Flavored Jelly Centers

CARAMEL ROLLS

REGAL—Cream and Highly Flavored Jelly Centers.
WONDER—Molasses and Cocoanut Centers.
RUTHETTES—Assorted Flavors, Cream Centers.
Packed 120—52 boxes to case; 5 lb. boxes (216 count) 26 boxes to case



LUCKY ROLLS

Gift and Candy in Every Roll. Packed 120—50 boxes to the case. The Kiddies want Lucky Rolls—Keep them in Stock.



BREATHETTES

A Highly Flavored Breath Perfume in Glass Tubes. Either Assorted or All Licorice Flavor. Packed 120—50 boxes to the case.

Real Sports	*Ask for our price list*	PEANUT STUMPS
A New Penny Carton		Some Penny Piece

John H. Dockman & Son, 32-34 E. Montgomery St., Baltimore, Md., U. S. A.

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SENNEFF'S SPECIAL SUNDAE SYRUPS **Make This Month a** SENNEFF'S SPECIAL SUNDAE SYRUPS

FORWARD MARCH

Line up for Better Business. Get in step with us. When you give the orders, we'll stand back of the goods. Spring is here. Summer is coming. We're rarin' to go.

Senneff-Herr Products Lead the Procession

They are veterans of the Confectionery Service. Ten years' training are back of them. They challenge the world for quality and value.

Senneff's Ten Banner Ice Cream Toppings

1. **Marshmallow Creme**
2. **Caramel Marshmallow**
3. **Butterscotch**
4. **Caramel Sundae**
5. **Maple Sundae**
6. **Maple Nut Marshmallow**
7. **Bittersweet Marshmallow**
8. **Almond Nougat**
9. **Ben Hur Special**
10. **Chocolate Fudge**

A gallon of our Marshmallow will make more actual toppings than any other—and quality in every one of them.

The Candy Maker's Friends

1. **EGG O CREME—Nothing like it for Starch Cast Centers.**
2. **X-L CARAMEL PASTE—Stands alone in its class and surely makes a Standing Caramel.**
3. **NOUGAT WHIP—"None Better." It is Monarch of them all in quality, lightness and smoothness.**
4. **RIPE CREME—A heavier Starch Cast Center Cream.**
5. **DIPPING CARAMEL PASTE—High Quality Paste, true to its name.**
6. **SPECIAL NOUGAT—Second to our famous "Nougat Whip."**

The best quality of raw materials make the highest quality finished products. They do it for us—they will do it for you.

FALL IN, JOBBERS—Senneff-Herr products repeat like a machine gun. We guarantee satisfied customers.

NO BETTER PRODUCTS **NO BETTER PRICES**



Send for our new price list and Candy Maker's Guide.
Trial Order on Approval

SENNEFF-HERR CO.
INCORPORATED
STERLING ILLINOIS



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The New Ice Cream Sensation

Everybody wants it—Everybody buys it—Chocolate covered Ice Cream. The finest and best results may be obtained by using the following:

KLONDIKE STAR CHOCOLATE KLONDIKE CHOCOLATE
ICE-KREME KOTE CHOCOLATE
ESKIMO COVERING POLAR DIP COVERING

These WILBUR products are manufactured especially for covering Ice Cream. Tested to insure easy dipping. No waxy after-taste. May be used either for machine or hand dipping. Bright in luster.

Made in the same careful way as the celebrated Wilbur Quality Coatings and Liquors.

Send for samples

H. O. WILBUR *&* SONS, INC., *Philadelphia, Pa.*

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"The Goose that Laid the Golden Egg"

Was no more proud than we:—To offer you this

$25. ASSORTMENT OF GOLDEN EASTER EGGS

5 Dozen	2¾	inch	eggs	@	$1.00	$5.00
4 "	3	"	"	"	1.50	6.00
4 "	3¾	"	"	"	1.75	7.00
1 "	6	"	"	"	4.00	4.00
½ "	6½	"	"	"	6.00	3.00
						$25.00

ORDER AT ONCE TO INSURE PROMPT DELIVERIES

$25. ASSORTMENT OF EASTER FAVORS

TO RETAIL AT FROM 5 CENTS TO A QUARTER

1/2 Gross	A.87	Barnyard Fowls on stand	@ $3.75	Gr.	$1.88
1/6 "	F.320/1	Rooster on imitation log box	" 12.00	"	2.00
1/6 "	F.323/1	Rabbit on imitation log box	" 12.00	"	2.00
1/3 "	B.2515-16	Chick and Hen on stand with voice	" 12.00	"	4.00
1/6 "	Q.794	Comic Dressed Rabbit on box	" 18.00	"	3.00
1/4 "	M.203-4	Chick and Rabbit in Bird Cage with voice	" 15.00	"	3.75
1/3 Gross	8501/1	Basket nut cup in Pink, Yellow and Violet Colors with chick or rabbit on handle	@ $9.00	Gr.	$3.00
1/6 "	7501	Easter Bonnet, assorted colors, with concealed Nut Cup and Place Card	" 15.00	"	2.50
1/6 "	7532	Easter Wagon with Chick on seat, in assorted colors	" 18.00	"	3.00
					$25.00

Complete New Catalog Illustrated in Seven Colors and Gold Sent Upon Request

U-NEAK DINNER FAVORS, Inc.
(Trade Mark)

10-12 EAST 23rd STREET NEW YORK CITY



"ALL-STAR ASSORTMENT"

RUBBER TOY BALLOONS

Repeat business—That's where the profit lies. Repeat orders and plenty of them if you sell the "All Star." Most jobbers do.

Richard D. Bakrow & Son

Balloons and Rubber Balls

Barkow Building Louisville, Ky.

Supreme Brand

Caramel Creams
Nougat Creams
Velvet Fondant Cream

Have improved the Quality of Candy wherever used.

INSIST ON SUPREME BRAND.
ASK YOUR JOBBER OR WRITE
US DIRECT FOR SERVICE

Confectioners' Cream Products Co.

ENGLEWOOD, N. J.

JAMES A. GREAVES
Selling Agent

6 Harrison St., New York

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POPULAR

PENNY PACKAGES

TINY HEARTS
DAINTY BREATHLETS
MOVIE LOZENGES
BOSTON BAKED BEANS
MONEY LOZENGES
CAPT. KIDD TREASURES
GUN CLUB BUCK SHOT

Package Confectionery Company
BOSTON, U. S. A.

Printing and Cartoning

The PACKAGE CONFECTIONERY COMPANY have *added to their already large equipment for PRINTING and CARTONING, and now take pleasure in offering to the*

Confectionery Trade

their experience in these lines, for economy, efficiency, and attractive product.

LARGE ORDERS especially desired, although small requirements (especially from our customers) are solicited.

Package Confectionery Company

Address: Dept. No. 43, P. O. Box 2252
BOSTON, MASSACHUSETTS

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Dennison's



Do you lose money on Ice Cream Tubs?

How easy it is for them to stray and never be returned after delivery, unless you keep track of them systematically. Study the Dennison tag shown above. This tag accompanies the tub, and also is made tough enough to *stay* with it.

This tag has a detachable check which you fill out for your own record just before shipment. Then from your checks you are able to arrange collections surely and quickly. Such a fine tag is both a time and money saver.

You also lose money indirectly if you do not take advantage of the advertising value of a well-made, crisp, and neatly designed delivery tag. Dennison designs and makes tags that are good advertisements.

Write for samples, without obligation, that you may see for yourself and judge of this Dennison quality. Fill out the coupon below now.

Your *special* tag is our *regular* service

Dennison Manufacturing Co.

THE TAG MAKERS

DEPT. C.J.3, FRAMINGHAM, MASS.

Please send me samples and prices of Ice Cream Tub Tags ☐

I am interested in fine seals for Confectionery, etc. ☐

Name.....

Address.....



Shotwell's Molly O

HANDY ANDY
LUCKY MINE
WINNER

—and 20 other five and ten cent bars have set a new standard in better candy values.

The Difference Is in the Quality

Here is a line that does excel, with a winning combination of fine flavor, perfect wrapping, correct size and right price.

EVERYWHERE

Shotwell's Candy Bars

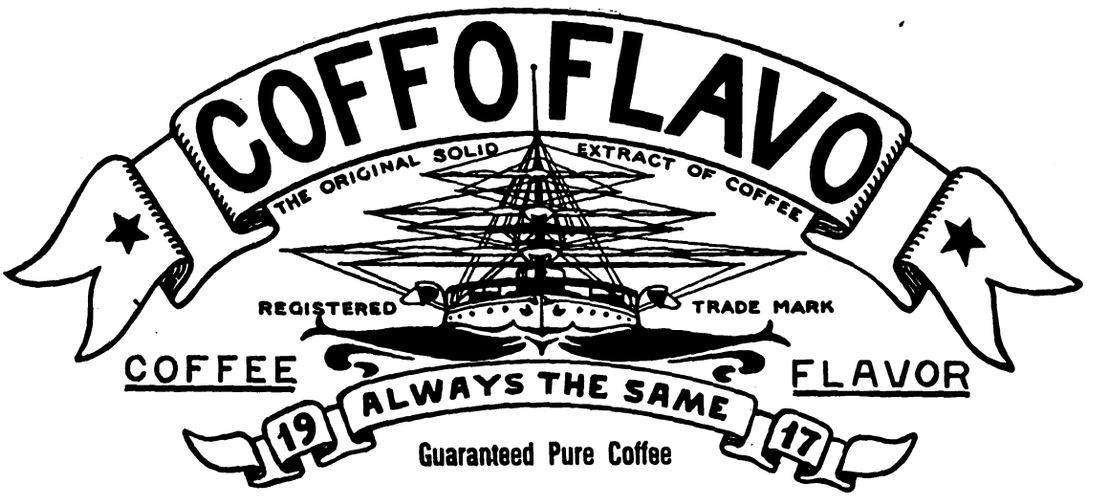
assure you of constant satisfaction and QUALITY, besides larger sales and repeat business.

ORDER TODAY

The Shotwell Mfg. Co.
CHICAGO BROOKLYN

CHECKERS
Shotwell's Marshmallows
Shotwell's Candy Bar Specialties

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Especially for Confections

YOU DON'T HAVE TO GUESS WHAT THE FLAVOR IS

It's Unmistakable Coffee

FOR FLAVORING FONDANT, — CARAMEL — BON-BONS — MARSHMALLOW — HARD CANDY — ICINGS — FILLINGS — PASTRY — CAKE, ETC., ETC. NO TROUBLE — NO MESS — JUST THROW IN THE DESIRED AMOUNT AND PRODUCE THAT ALLURING FLAVOR THAT MAKES COFFEE THE LEADING BEVERAGE OF THE WORLD

COFFECTION COFFEE COMPANY

15 INDIA ST., BOSTON, MASS.

THE PSYCHOLOGY OF FLAVOR

Flavor is simply an impression made upon the mind through the sense of taste—an intangible quality—yet on this impression your success depends. Probably much coffee flavoring material now used is actually derived from coffee, but if it does not taste like coffee in your goods (and most of it does not) *where do you get off?*

The label on the box says "COFFEE" and it looks good to Mr. Public who likes coffee; he buys some, eats it, clicks his tongue and says, *"This is not coffee,"* and he doesn't buy any more. Is that your idea of good coffee flavor, or would you prefer one that *looks, smells* and *tastes like coffee*—one that is satisfying to coffee lovers and backs up the label on the box? If you want a really good one, try *COFFOFLAVO.*

USED BY LEADING CONFECTIONERS SINCE 1917

No one questions the efficiency of COFFOFLAVO, nobody ever put in a kick;—some have complained at the price, believing that cheap flavors reduce expenses, but as Ben Franklin once said, "Cutting one's own windpipe might do the same thing."

Any restaurant or hotel that serves poor coffee is doomed to failure just as surely as if it served no coffee at all. It is also important that *you* should have *satisfying coffee flavor* in your confections.

The alluring flavor of coffee has made it the leading beverage of the world. The *abuse* of coffee flavor is why coffee is not the leading flavor in confections today. COFFOFLAVO not only produces that alluring flavor of natural coffee but will keep indefinitely and will never cause fermentation in your goods.

Run in 2 lb. molds, packed in cartons containing 6 lbs., 12 lbs. and 24 lbs. Also 100 lb. cases for large users.

Trial orders for two pounds or more, if accompanied by cash, will be sent prepaid. Price $1.50 per pound f. o. b. Boston.

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CELEBRATED

ADVANCE BRAND

WILD CHERRY DROP PACKAGES



Send orders now.

Price List sent upon request

Back to **5c** Per Package

The most attractive package and the most pleasant tasting Cough Drop on the market

GET THE GREEN BOX. MADE BY

ADVANCE CANDY MFG. CORP., 511 to 519 East 72nd St., NEW YORK

W. H. DEISROTH CO., INC.

CANDY BOXES

Plain and Fancy Boxes Carried in Stock

Special Designs To Order

Write for Catalogue

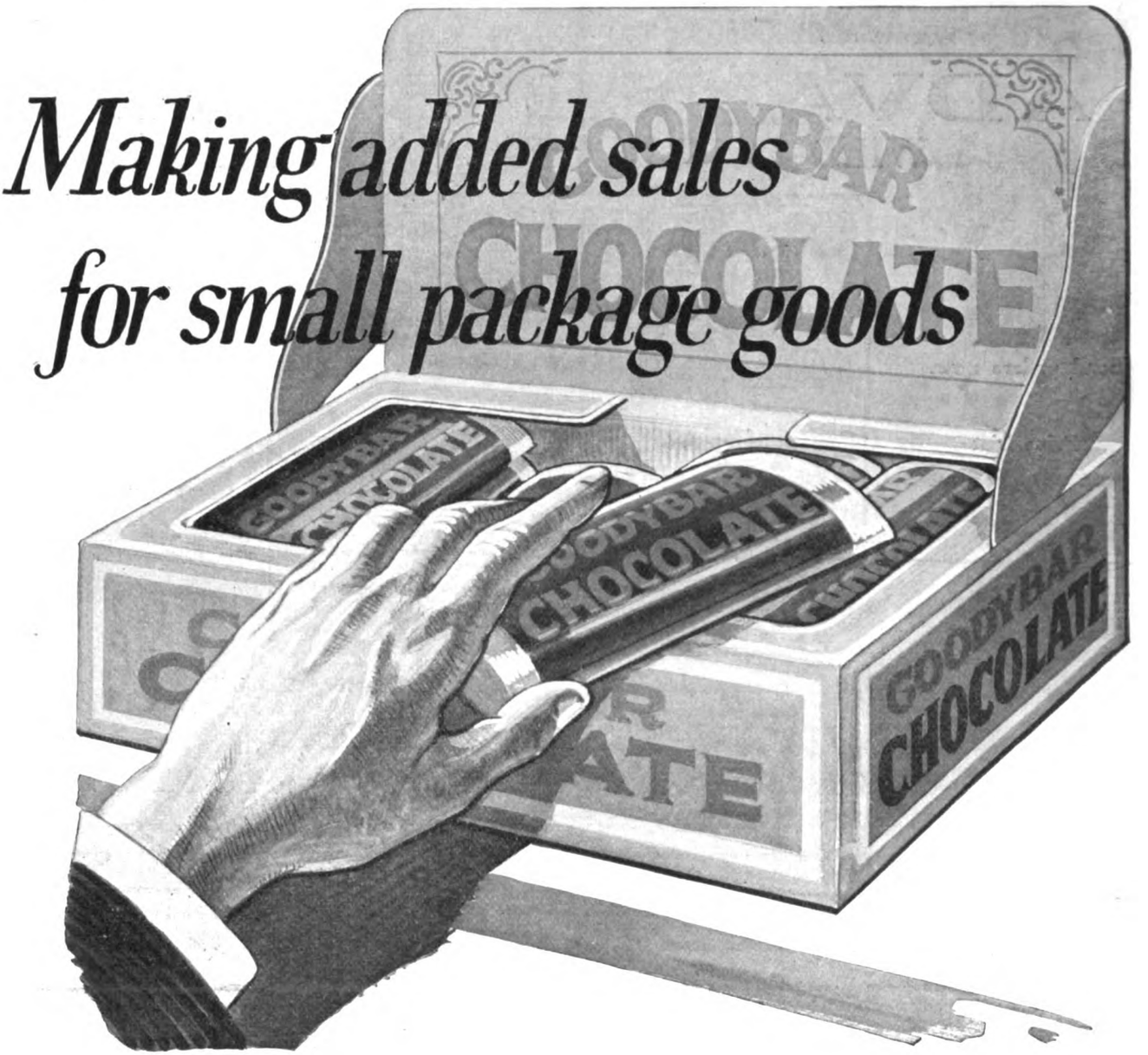


Our Forty-seven years' experience will insure you of Quality and Service

Main Office Factory Show Rooms
713-15 SPRING GARDEN STREET
Philadelphia, Penna.

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Making added sales for small package goods



HERE is the full power of color working as sales suggestion. Our patented, folding silent salesman is so forceful that it attracts the eye and invites purchase of your small package goods. It will pick up many a dime, nickel or quarter that customers aren't minded to spend when they enter the store. It is always fine in design, and beautifully printed with our widely known thoroughness.

The Silent Salesman is delivered and stored flat. It takes very little space in the stockroom. It is light, but very strong when set up. We make it in all forms to suit all kinds of small packages. Its quality is standard and we make it in any number of colors to meet all ideas of cost. Large or small orders are welcome. Write for full particulars and samples, which will be sent promptly.

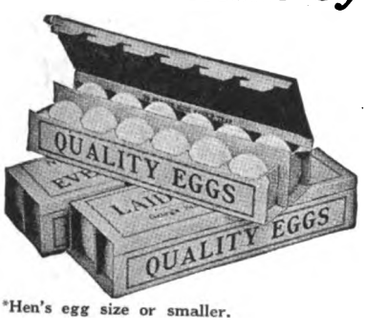
The United States Printing and Lithograph Company

Color Printing Headquarters

130 BEECH STREET, CINCINNATI

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—Market Your
CHOCOLATE EASTER EGGS in Self-Locking Egg Cartons—
and
"Sell them by the Box"



*Hen's egg size or smaller.

Sell them in neat, compact cartons that hold just six or twelve Chocolate Eggs.*

Your eggs are better displayed —appear extra large and good! —*larger individual sales at better prices.*

Stock ready to ship: Cartons labeled *"Extra Selected Eggs,"* or plain, without printing. *Samples mailed upon request.* Save time by sending a trial order today. Prices: 100-6 egg size, *$1.65* plus postage, wt. 7 lbs.; 100-12 egg size, *$1.75* plus postage, wt. 14 lbs.; 1000-6 egg size, *$14.00;* 1000-12 egg size, *$15.00* f. o. b. Chicago. Cartons may be returned if not entirely satisfactory. *Orders shipped same day received.*

SELF LOCKING CARTON CO.
436-438 EAST ILLINOIS STREET
CHICAGO, ILL.

Let Us Quote You On

Almonds
Brazils
Chocolate
Dates
Desiccated Cocoanut
Filberts
Figs
Gelatine
Peanuts
Pecans
Pistachios (Shelled)
Pineapple
Strawberries
Walnuts

C. H. JONES COMPANY
276 West Broadway New York City

GLOBE BRAND
FANCY SHELLED RICE POP CORN



ALWAYS POPS
CRISP TENDER SWEET
The Albert Dickinson Co.
Minneapolis Chicago

Gold Embossed Confectioners Stock and Net Weight Seals
Packed 1000 of one kind to a package.

MILK CHOCOLATES
Actual Size 75 Kinds
NET WEIGHT 3 LB.

Assorted	1 oz.	4¼ oz.	8 oz.
Assorted Fruits and Nuts	1¼ oz.	4½ oz.	8¼ oz.
Assorted Chocolates	1½ oz.	4¾ oz.	8½ oz.
Bitter Sweets	1¾ oz.	5 oz.	8¾ oz.
Bon Bons	2 oz.	5¼ oz.	9 oz.
Chocolates	2¼ oz.	5½ oz.	9¼ oz.
Caramels	2½ oz.	5¾ oz.	9¾ oz.
Fudge	2¾ oz.	6 oz.	10 oz.
Chocolate Covered Cherries	3 oz.	6¼ oz.	11 oz.
Chocolates and Bon Bons	3¼ oz.	6½ oz.	12 oz.
Chocolates with Fruit	3½ oz.	7 oz.	13 oz.
Milk Chocolates	3¾ oz.	7¼ oz.	14 oz.
	4 oz.	7½ oz.	15 oz.
Dipped Nut Meats	1 lb.	2 lbs.	8 oz.
Hard Centers	1 lb. 2 oz.	2 lbs.	12 oz.
Special Assortment	1 lb. 3 oz.	3 lbs.	
Fruit Cordial	1 lb. 4 oz.	3 lbs.	8 oz.
	1 lb. 6 oz.	4 lbs.	
Whipped Cream Cherries	1 lb. 8 oz.	4¼ lbs.	
Chocolate Almonds	1 lb. 12 oz.	4 lbs.	8 oz.
PRICE $1.00 PER M.	2 lbs.	4¼ lbs.	
5M OR OVER 75c PER M.	2 lbs. 4 oz.	5 lbs.	

Price in any Quantity, 50c per M.

Write for samples and prices of specially designed seals.

MILWAUKEE LABEL & SEAL CO.
SUPERIOR — SEAL — SERVICE
161-171 MICHIGAN ST., MILWAUKEE, WIS.
Exclusive Manufacturers of Julian "Goldcraft" Seals.

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REED'S BUTTER SCOTCH PATTIES

THE PUREST CANDY MADE

PACKED IN 5 LB. GLASS JARS



PACKED IN 5 LB. TIN CANS

ONE POUND CANS

The Most Popular and Successful Butter Scotch Pattie Package Ever Made

The delicious mellow satisfying flavor of Reed's Butter Scotch Patties combined with the attractive appearance of the lithographed can, its convenient qualities and many possible uses in the home—after it has served as a candy container—has made the one pound can package of Reed's Butter Scotch Patties an immediate success wherever it has been offered to the public.

PACKED IN CASES CONTAINING SIX DOZEN CANS IN CARTONS OF FOUR CANS EACH

ORDER NOW

Eugene O. Reed Company, 1245 Fletcher St. Chicago, Ill.

ESKIMO PIE

Is Sweeping the Country

Chocolate makers find that the best milk coatings for this new ice cream confection are made with

CREMORA

Pure dry whole milk made by the Roller Process

CREMORA is easier to handle than any other dry milk. Does not cake in the barrel; gives a finer and more lasting flavor; requires less cocoa butter.

We are increasing our output to take care of the growing demand.

ORDER a trial barrel (150 lbs.) now.

THE DRY MILK CO.

15 PARK ROW NEW YORK, N. Y.

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DELICIOUS

Chocolate Dipped Almonds

A delightful confection that appeals particularly to the *quality* buyer. The delicious coating and almond are proven *repeaters*. Only articles of merit can stand the severe test of present day business conditions. Building trade with our product will bring for every live jobber who handles it a host of friends and an ever increasing business.

Send for samples and prices today to

Mount Joy Chocolate and Confectionery Co.

Manufacturers of

Sweet Milk Chocolate Coated Almonds a Specialty

Philadelphia Sales Office: 501 Lafayette Building



Manufacturers of Pure Food Gelatines

BUILT on all the LATEST, UP-TO-DATE, LABOR SAVING LINES to produce ALWAYS a uniform ARTICLE.

Our RAW STOCK supplied by our OWNERS assures THIS.

Our Grades are of the HIGHEST QUALITY OBTAINABLE, clear to the point of TRANSPARENCY, SWEET, FREE OF ODOR, and GUARANTEED to comply with all STATE and NATIONAL PURE FOOD LAW REQUIREMENTS.

ITS USE INSURES GOOD TEXTURE AND A SMOOTH CREAM.

A TRIAL ORDER will convince you that these are the best grades of GELATINE in proportion to price that can be secured.

ATLANTIC GELATINE COMPANY

HILL STREET, WOBURN, MASS.

BRANCHES:

NEW YORK	CHICAGO	SAN FRANCISCO	BALTIMORE
3415 Woolworth Bldg.	Suite 510-11 118 N. La Salle Street	suite 240 Hansford Block 268 Market Street	1012 Union Trust Bldg.

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Oh Yummy!

It's Mueller's

"Neldyne"

(*Pronounced Nel Deen*)

Licorice-candy! Oh boy! Combined in one dainty tit-bit—all the goodness and deliciousness of pure licorice as only Mueller can make it, AND candy of such a quality as to make the mouth water.

Result, an unusual treat—something that will thrill the kiddie and delight the grown-ups, to whom licorice candy will bring back all the licorice joys of their own childhood. Pure licorice base, with a flavor you'll never forget. In short, a chewy confection that's "NELDYNE" and nothing else in the world like it! May we send samples?

Scan This List of Other "Mueller" Stand-bys;

All Good, Reliable, In-demand Licorice



XLCR
Cigarettes
Whoppers
Twisters,
240 Tubes
Travelers' Companions
Plug
Trio Tubes (120 Count)
Whips
Cigars (Banded)
120 Tubes
120 "Famous" Stick
Busters
Big 4
Chocomels
Lozenges for Manufacturing **Brick**



All prepared with the finest grade of *Spanish* licorice by

The John Mueller Licorice Co.

Wade and Freeman Sts. **Cincinnati, O.**

"Famous" *Licorice*

MUELLER MADE

Made "Famous" and kept "Famous" by two generations.

"WHY did you discharge your new clerk?"

"He was too accommodat ing," said the grocer.

"What?"

"He kept opening canned goods to show lady shoppers they were in a fine state of preservation."— *Birmingham-Age Herald.*

DAUGHTER," said the Old Man, sternly. "I positively forbid your marrying this young scapegrace! He is an inveterate poker player!"

"But, papa," tearfully protested Alicia Hortense, "poker playing is not such an awful habit. Why, at your own club—

"That's where I got my information, daughter. I'll have no daughter of mine bringing home a man that I can't beat with a flush, a full house and fours."—*Richmond Times-Dispatch.*

A man who sees day after day
A window dressed in the self-same way
Becomes so tired he'd like to break
The panes for mere resentment's sake.
A window's like a pretty maid,
And should be often new arrayed,
So as to catch the loving eye
Of every man who passes by.

"Confound it, sir!" cried a hysterical man, addressing the proprietor of the Palace Ice Cream Parlor in Pruntytown, "see here what I have found in my ice cream. It looks like a bunch of whiskers."

"So it dooz, for a fact; but I don't understand how it can possibly be whiskers," was the reply, "fer we made that 'ere ice cream with shaved ice."

YOU say your father was injured in an explosion?" said the lady. "How did it happen?"

"Well, mother says it was too much yeast, but father says it was too little sugar," replied the child.

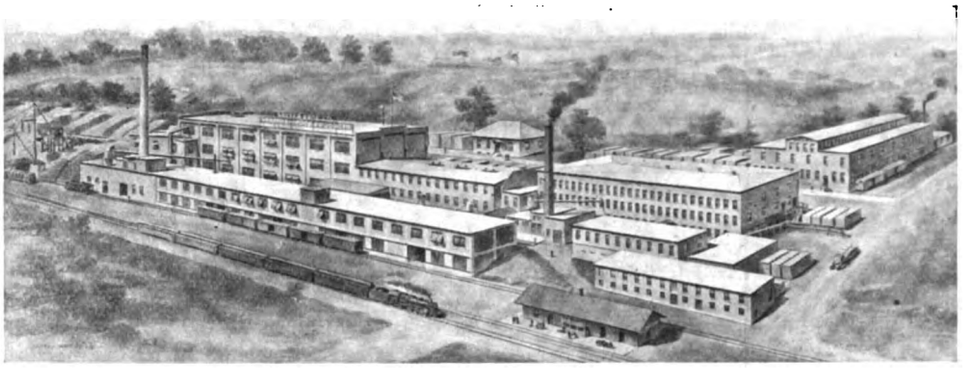
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SETTER

HARD MAPLE SUCKER STICKS

BOTH BLUNT AND POINTED

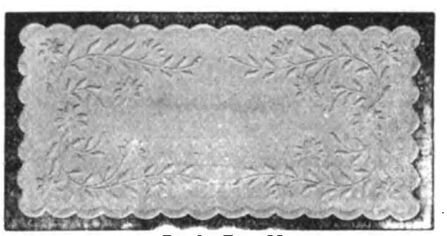
Large Stocks Always on Hand



Samples and prices will convince you that these are the Sticks you ought to use

SETTER BROS. CO.

Cattaraugus, N. Y.



Candy Box Mat

Milapaco

Lace Papers of Character

Add a Touch of Beauty and Refinement

Experience of Users Your Best Guide

Candymen whose success is recognized have placed their stamp of approval on lace paper products bearing this trade mark.

Paper Doilies
Paper Sundae Dishes
Dividers
Embossed Blotter Mats
Padolene Pail Laces
Layer Cards
Bon Bon Cups—plain and printed
Box Top Laces—plain and embossed
Silver Plated Sundae Dish Holders
Strip Laces and Embossed Name Laces
Aluminum Bar Wraps—printed
Glassine Bar Wraps—printed



Bon Bon Cup

Beware of Imitations—insist that your jobber give you "Milapaco," the original lace paper of character, *manufactured* only by

Milwaukee Lace Paper Co.

Cor. Lee and Bolton Sts., Milwaukee, Wis.

Est. 1899

New York Boston Cleveland Chicago San Francisco New Orleans Montreal Toronto Vancouver Winnipeg Calgary



Candy Divider

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CONFECTIONERS JOURNAL
Oldest Paper of its Class in the World

Vol. XLVIII March, 1922 No. 566

CONFECTIONERS JOURNAL

Founded in 1874 by Edward A. Heintz
Published on the First of Each Month by

The Confectioners Journal Publishing Co.

CHARLES McD. HARVEY
President and Managing Editor

WALTER W. GALE
Vice President and Treasurer

FREDERIC W. HARVEY
Secretary

FRANK H. TAYLOR
Associate Editor

LOUIS W. ROESCH
Circulation Manager

411-413 Walnut Street, Philadelphia

Subscription price, $3.00 per year; single copies, 30 cents
Canada, $3.50; Foreign, $4.00 a year

Changes for advertisements must be received by the 10th of the month

No cancellation of advertisement received after the first of the month

Make remittances payable to the order of
The Confectioners Journal Publishing Co.

Member Audit Bureau of Circulations

NOTICE TO ADVERTISERS—In order that we may protect our advertisers from unfair competition, and our pages from unpleasant controversy, we reserve the right to object to the wording of any advertisement, and contracts will only be accepted by us with this understanding.

MOTTO FOR MARCH

Most welcome home from city street
Are men who bring some dainty sweet,
Returning, each, when toil is done,
Children, shouting, on the run,
His happy smile to greet.

All of the "Journal's" subscription agents bear letters of identification. Do not pay money to any one who cannot show proper credentials. Agents have no authority to change subscription price, or to "club" the "Confectioners Journal" with any other publication at a cut rate. We will thank any confectioner to let us know of any agent violating our instructions.

The One Way to Grow and Prosper

NOTHING, related to our daily affairs, remains unchanged; each passing day finds us somewhat advanced or retarded in the game of life. Whether our decisions and undertakings result favorably or the reverse depends chiefly upon our own judgment. The unforeseen constantly happens and the great test of our capacity and courage is seen in our ability in rising superior to sudden adversity.

To conduct a business is to carry a responsibility. It belongs to us only so long as it is a solvent enterprise. It is better to grow up with a business than to have one thrust upon us, by inheritance or otherwise. Some personal knowledge of the long years of struggle and persistence out of which an industry has developed is a great advantage when the time comes that it passes under new control. Broadly speaking, all the business activities in the world change hands three times in a century. We are constantly under the necessity of revising our lists of trade connections. New customers must be found faster than old ones disappear. That is the great big why of advertising. It is something that must be kept alive and working, year by year. When advertising stops demands for the product decline. Advertising is the whirling fly-wheel upon the engine of progress.

Safety Versus Risk

ONE of the most common causes of failure is that which induces an energetic type of business man, who has made a little extra profit, to lose his caution and proceed to expand, and, in doing so, to get into debt beyond the point of safety. The business condition which warrants an increase in facilities to produce or to handle and sell, is that of a steady, regular demand, developed by constant, patient advertising, and which can be expected to increase from year to year. The big concerns, doing safe and profitable business in the candy field today, are almost altogether the sort that have grown from small beginnings; whose founders and present owners have been in no hurry to force growth at a risk. We all know the plunger kind; always ready to buy to the limit of credit and always dilatory in paying their bills. This is a time to watch out! Look well after the true and tried customer who values his

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good financial name. Go slow upon the chap who sells your goods at a loss in order to get money to pay off somebody else.

May the Convention Month

THE various branches of the confectionery trade are booked for Chicago for the week of May 22nd, for at this time the National Confectioners' Association, the National Jobbing Confectioners' Association and the Associated Retail Confectioners will all meet in convention at that time. Here is a rare opportunity to "mix" and to "rub elbows" with your fellow confectioners; to get better acquainted while doing your best to lift the industry of which you are a part to a still higher level in National importance. The leaders of these three sterling industries are men of action, but they cannot act unless they have the full co-operation of every member, and it is up to you to see that you contribute your support through your attendance and your voice. Lay your plans to take part in your convention, and you will then after adjournment return to your own place of business refreshed in body and enriched mentally beyond measurement.

As to General Lines vs. Specialties

SOME of us can remember when manufacturing confectioners considered it necessary to produce a wide variety of goods in order to compete with others. The more varied the assortment the more the salesman could induce the customer to take. The history of the industry, covering a long reach of years, proves, however, that, in the long run, those who have won fortunes in the business have specialized upon a few staple articles and have made their standard goods and their firm or individual names famous everywhere that broadgauge, constant publicity has been made to reach. We all know of some articles that have been so cleverly kept before the public that consumers habitually ask for them and no retailer can afford to be without them. We have also been witness to the decline in these specialties when younger and more aggressive concerns have crowded into the field and have applied more money and brains in pushing them in print. We forget, sometimes, that millions of new consumers are constantly growing up and the old-timers, who knew all about our staple sweets, are disappearing.

Radium as a Health Kick

HERE comes Dr. E. Stillman Bailey who tells us that "radium, splashed internally, will prolong life and make old age a delight," and furthermore that "radium rays caught up in sugar of milk and made up into tablets seem to work wonders," old people have renewed their youth. "A very fairyland of science," says the doctor, "now stands revealed."

Well, now, very likely we are in sight of radium candy drops, why not?

A Professor of Harvard Opposes Candy

OUR confectionery friends in Boston lately found themselves up against Dr. William B. Cooke, of the Harvard Dental School, in the course of an argument precipitated before the committee on public health in the course of which the doctor advocated the prohibition of candy sales to children under thirteen years of age unless parents give their consent, presumably in writing.

Those present, in behalf of the candy interests, denied that sweets are the cause of bad teeth. Dentists all over the country have long since abandoned antagonism especially directed against confectionery. For that matter, they agree that all food is bad for teeth, in either the young or the adult user, unless the mouth is cleansed. When nature implanted the love of sweet foods in the human animal she knew what she was about. Sugar, in one form or another, is craved by the people of every land. The negro toilers of the cane fields in the tropics thrive upon it and they are noted for their strong healthy teeth. We do not recall any serious effort, heretofore, to forbid candy, by legislation, to either children or grown-ups. We doubt if Dr. Cooke's attitude in this matter would be generally endorsed by the members of the dental profession of the country. Among those who appeared in behalf of the confectioners as against the measure, listed as House bill No. 497, was Charles B. Burd, secretary of the New England Manufacturing Confectioners' Association. The local newspapers generally devoted considerable space to the hearing. One correspondent suggested that a Child Robbery Association be formed and the *Telegram* said editorially, "People are sick of prohibitory legislation. Let's draw the line at the anti-candy bill."

Railroad Rates to Coming Conventions

February 17, 1922.

CONFECTIONERS JOURNAL,

Gentlemen:

National Confectioners' Association Convention, National Jobbing Confectioners' Association Convention.

Associated Retail Confectioners' Association Convention, Chicago, Illinois, May 22nd to May 27th, 1922.

For your information I am very much gratified to state, that we have been successful in securing for the above Conventions a special fare of one and one-half for the round trip on the Identification Certificate Plan. This means that the purchaser at the starting point will have the privilege of purchasing a round trip ticket at one and one-half fare.

The Identification Certificate in question, how-

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ever, must be secured from Mr. W. C. Hughes, Secretary of the National Confectioners' Association, Conway Building, Chicago, Illinois, and these certificates properly signed by Mr. Hughes and presented to the Railroad Agent at the starting point, will be authority for the selling of a ticket at the special fare of one and one-half for the round trip.

I would, therefore, be pleased to have you, if you possibly can, give this some little publicity in your valuable magazine.

You will note this concession is far better than the one we had at the Atlantic City Convention last year. All of our members are vitally interested in this proposition and anything you can do to give it as much publicity as possible will be greatly appreciated.

Yours very truly,

W. C. LINDSAY,

Traffic Secretary.

When a Good Man Passed Away

A HIGHLY useful citizen died, lately, while yet in the prime of life. Heart disease! He had worked hard from his youth and had gradually built up a profitable business, which, however, was considered a "going" proposition; that is to say, it had been for some years going down hill for want of the care and guiding hand of its owner, whose time was so fully occupied, every day, that he was obliged to depend upon employees to look after the details. He simply went there to sign checks. At his departure from life the newspapers printed glowing columns about his wonderful public spirit and charity. One of them mentioned seventeen organizations, all of the betterment or charitable character, in most of which he was an officer. He never missed a meeting or refused to act as chairman of a committee. He seldom had a quiet evening at home and never took a night off to go to a theatre or concert. He never could bear to refuse money to a hard-up acquaintance or a subscription to any delegation that rang his door bell.

This good man died. In course of time, the lawyers who cleared up his estate, made a report to the court. As to the business, it was found to be a hopeless tangle of waste, defalcation and bad accounts. He was too trusting! As to his home, his widow and children still live there, but there is a big mortgage to take care of. Some people think that a part of his charity ought to have been applied to his family.

A Resume of Failures

THE number of business failures last year showed a marked increase over those since 1915. They were the worst in the South and of least importance upon the Pacific Coast. In the Middle Atlantic States insolvencies were 81 per cent greater than in 1920. These figures do not include personal bankruptcies.

The Need of National Publicity

One of the vital questions slated for attention at the annual convention of the National Confectioners' Association at Chicago is that of systematic national advertising. It is forecast that the members from the Pacific Coast section intend to wake up the brethren of the East and the Middle West to the importance of this matter. They claim that with regard to constant and effective publicity the far-western interests in the trade are several miles ahead of the rest of the country. The secretary of the Western Association says: "Possibly, if our industry, as a whole, had taken up a national campaign of advertising a year or two ago and placed our position fairly and squarely before the American public we would have had not alone the good-will of the press but the good opinion of the American people."

The magnitude of the business of making and selling candy and the success of scores of important plants widely separated are the results of the continuous expenditure of large appropriations for publicity through the past fifty years. The movement to nationalize the trade began with the first issue of this publication which has never ceased to advocate the value of the kind of advertising that gets there. If our western friends can urge upon the approaching convention an acceptable policy of advertising they will perform a notable service.

Manufacturers Take Notice

THE following is a letter reaching our desk last month and we are publishing it with the idea that manufacturers might be interested in its perusal. Any replies to the letter may be sent to us, and we will forward them to the proper party:

Confectioners Journal

Dear Sir:—I began to Write A Few Worts For You And Ask if You kindly Would Fine Me a good big Company Who Need a Good traveling Salesman to handle there Stuff. For retailers I Would like travel On the Middle States. And I Would like to Draw A Salary Just A Some Wages as rest of the Salesmens. I can take Orders and Collections Any Way You Want. But I Want to sell For retailers And draw My Salary every Month An Fill Fare On a railroads Ill Pay My Own Board and room I am a Finnish Fellow I can speak a Finn an american. I am Born in this Country I am 25 Years Old Single Man I don't booze Around or drink Any Moonshine eather

I want to be Steady All the time An to my business right And I don't Want A Job For 2 or 3 Months Only But I Want to stick On a Job Steady All the time Winter an Summer. But I don't take a Poor Job eather I Want a good Job On the Good Concern

Please let some Good Concern Get Whole Of

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good traveling Salesman. Please let them Write to Me An Get Me But on Monthly Salary So Much a month And Fare.

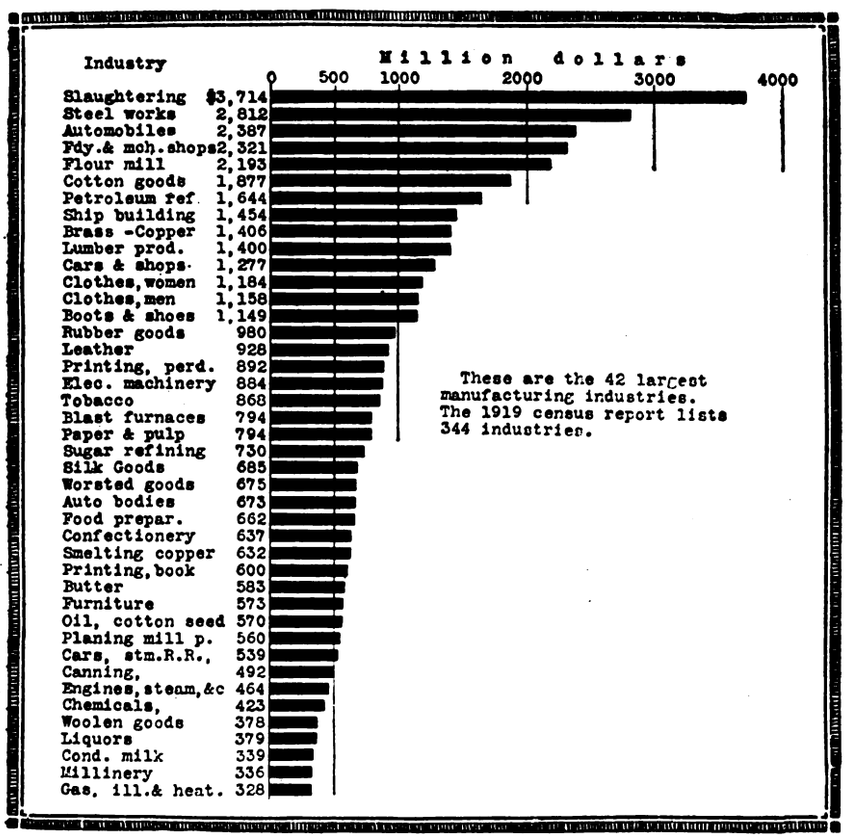
A New Mailing Experiment

THE Postmaster-General is, it is reported, trying out a plan under which the mail held ten days or more in hotels for expected patrons, will be returned to post offices. It will be, however, the right of hotel clerks to further retain mail in waiting for any persons known to them as former patrons. The new regulation includes the return of registered letters and parcel post mail. Hotel managers will keep a record of all mail returned to the post offices. Cards will be handed to departing guests bearing the words "Have you given forwarding orders for your mail?" The plan is, so far, only temporary.

Rank of Industries

THE following chart prepared from data from Census of Manufacturers for 1919 by *Gas Age-Record* and published in the *Industrial Digest*, giving the rank of industries by value of products for that year, shows that confectionery occupies position No. 27 in 42 of the largest industries out of a total number listed by the census report as 344.

The confectionery trade has grown rapidly during the past few years, and if all interested will "give a strong pull, and a pull all together," the industry may yet be landed still nearer the top.



St. Patrick's Day

A SPECIAL event of long custom and widely celebrated is St. Patrick's Day, which occurs on March 17th. It appeals to a large element of our people. It is worth while to dress your window before that date in an attractive scheme in green. The central feature should be a large shamrock, which is much like a three-leaf clover. Candies in green tints naturally suggest themselves. Miniature Irish flags, showing the harp of Erin, can be used in among greenery. Chocolates, in green boxes, make a good bid for business. Let your Irish friends know that the traditions and emblems of the ancient Green Isle are not forgotten among our national festival days.

How About It?

THE *National Druggist* finds a joker in the repeal of the tax on soft drinks handed out at soda fountains. According to its analysis of the new regulation the retail druggist must continue to pay at the rate of 2 cents per gallon upon malted milk and milk shakes as "still" drinks, and furthermore, a like tax must be paid if, as a manufacturer, any person who makes lemonade, orangeade, grape juice or any other drink, by the use of water not charged with carbonic acid gas, must pay for such drinks at the rate of two cents per gallon to the local revenue collector.

DOES your boy Josh show a fondness for books?"

"Yes," said Farmer Corntossel. "But Josh is terrible neat. He's so fond of books that he's afraid to open one for fear of gettin' it mussed up."—*Washington Star.*

THE wife of a Western Congressman is sensitive on the subject of her deficient orthography and her demands for information as to correct spelling sometimes places her peace-loving husband in a delicate position.

One day, as she was writing a letter at her desk, she glanced up to ask:

"Henry, do you spell 'graphic' with one 'f' or two?"

"My dear," was the diplomatic reply, "if you're going to use any, you might as well use two."—*Harper's Magazine.*

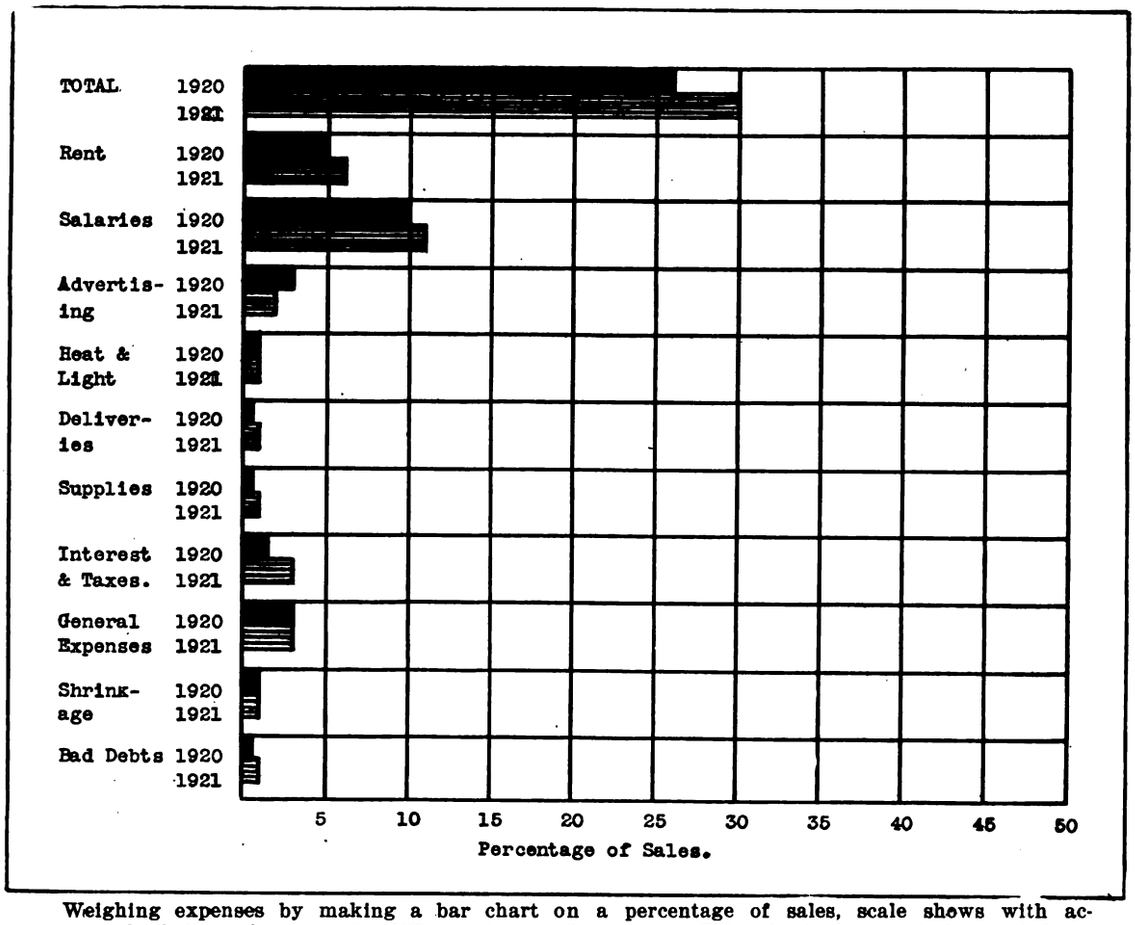
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Illustrated Bookkeeping

II

WEIGHING EXPENSES

TRUE economy does not consist of saving money so much as it does of getting the best possible returns for every dollar spent. Those business men who during the past few years have managed their businesses with the greatest economy have been those who have put every available dollar to work rather than cutting expenses to the bone in a hit or miss manner. Many a business man who has cut down his expenses to the greatest possible extent as far as dollars are concerned has actually increased instead of reduced his cost of doing business and it is going to require years before he is back where he was before he tried to effect economies.



Weighing expenses by making a bar chart on a percentage of sales, scale shows with accuracy the balance between the different items of expense. This chart shows what might have happened to a business if in 1921 the advertising expense was radically reduced. It will be noted that the other expenses though they, too, may have been reduced in dollars have increased in percentage. Such pictures as these of the expenses of the business often prove very illuminating.

It is not a case of cutting expenses so much as weighing them and striking a proper balance and it is a very difficult matter to weigh expenses properly without the aid of pictures. In fact one might go so far as to say that the pictures are the machines with which the weighing is actually done.

The first step towards weighing business expenses is to divide these expenses into different classes. Wheeler Sammons, in his book "Keeping Up With Rising Costs," classifies expenses as follows: rent, salaries, advertising, heat and light, delivery, supplies, insurance and taxes, general expenses, depreciation and shrinkage, bad debts.

Each one of these classes may be sub-divided if it is desired. Salaries, for example, may be divided into salaries of the clerks, of the display man, of the owner, of other classes of employees if any. The advertising may be divided into newspaper and other forms of advertising. The items of heat and light may be separated and light itself if it is being purchased on more than one basis having more than one meter, can be subdivided. Supplies can be divided into office and store supplies. This sub-division can be carried until there are from twenty to a hundred classes of expenses.

The number of classes is determined both by the size of the business and the minuteness with which one desires to study and weigh expenses. In any case the classification must be sufficiently complete. It is easy enough to add two classes of expenses together. It is not so easy to divide one class into other classes after the records have been made.

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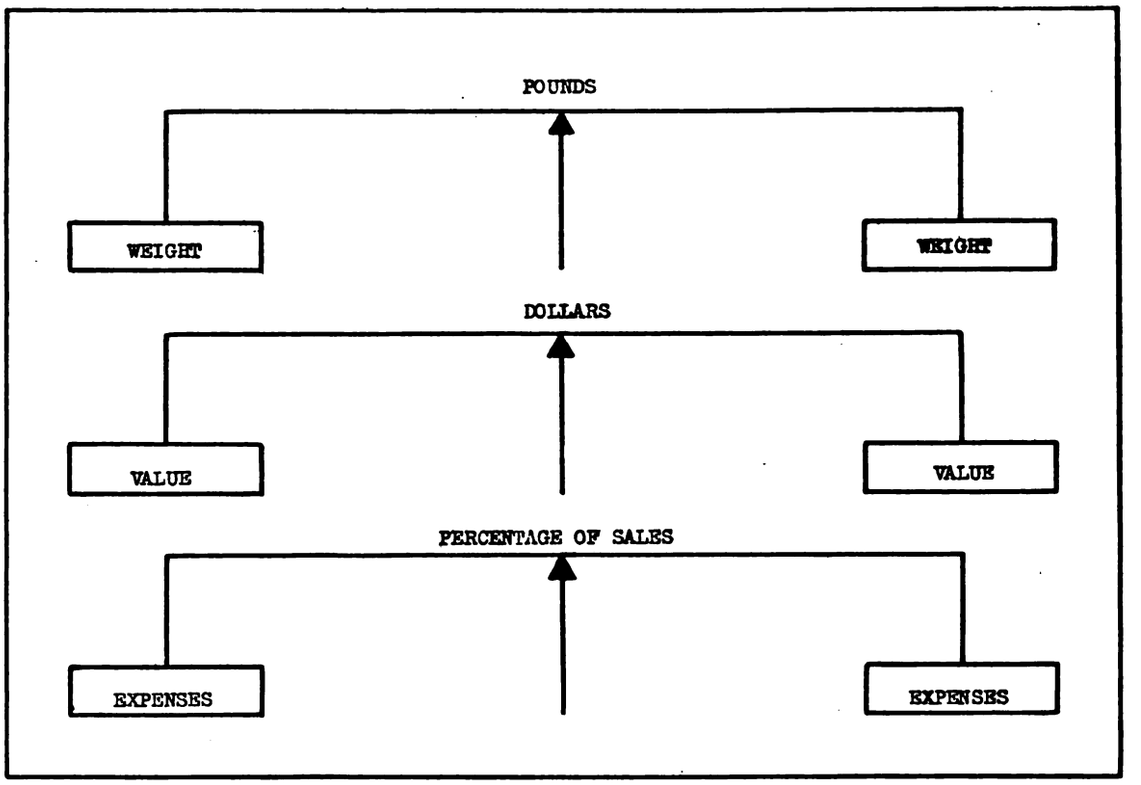
After the classification has been determined the next step is to keep a record of all expenses in accordance with this classification. This may be done in a book with enough columns ruled in it to provide one column for each class of expenses or it may be done by using cards, one card for each class of expense. It does not matter what method is used so far as weighing expenses is concerned provided the record is accurate.

In making the picture of the expenses for the purpose of weighing them, the actual dollars and cents of expense are not used. It is the percentage that is important. It sometimes happens that when a man cuts down expenses in dollars and cents he actually increases them when measured in percentage of total sales made. Now since it matters little how much is spent in dollars and cents so long as the percentage of expense to total sales is kept at a low point, it is likely to be more misleading than helpful to make a picture of the dollars and cents.

For this reason after the expenses have been compiled for a month, quarter or any other period for which a picture is to be made, it becomes necessary to divide each class of expense in dollars and cents by the total sales for that period to obtain the percentage of expense. It is also well to take the total expense in dollars and cents and divide that by the total sales in order to get the percentage of the total expense to the total sales.

With these percentages obtained the data is ready for the making of a picture. A bar picture serves the purpose better than any other that can be used. Draw one bar to represent the total expense in percentage and other bars to represent the percentage of each of the items of expense in the classification. When the picture is complete we have recorded in graphic form the percentage of expense of all the different classes of expense and are able to compare each item with the total expense.

So far, so good, but this single picture does not tell so very much. The only way that we can weigh anything is by comparison. On a beam scale we compare the weight of that which we desire to weigh with weights on the other end of a lever. The leverage ratio is figured out in advance and we read the weight directly from the beam scale and all that is necessary is to add to this reading any weights we have placed at the end of the lever. On a spring scale we compare the weight of one object with the stretch of a spring. In the case of a balance we make direct comparisons with other weights.



When weighing, the standard chosen for making the comparison is of very great importance. If we wish to know how heavy an article is we weigh it in pounds. If we wish to know its value we weigh it in terms of dollars. Pounds don't express value and dollars don't show how heavy an article is. In the same manner expenses cannot be weighed in either pounds or dollars. They must be weighed in terms of percentage of the sales.

If we are going to weigh business expenses it is necessary to make comparisons in the same manner that we weigh substances. Therefore it is necessary to compare our first picture with something else and the most effective thing to compare it with is other pictures representing equal periods of time.

Accordingly before it is possible to do any effective weighing of expenses it is necessary to make some more pictures. Month by month, quarter by

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quarter, year by year these pictures are made. It does not matter so much what period of time each picture represents so long as the expenses for these periods are comparable. Comparisons between two successive months may not tell the same story as comparisons between a month of one year with the corresponding month of another year. Yet a comparison of any two periods does give really worth while information.

It is of course important that all these pictures be drawn at exactly the same scale so that one picture may be placed over another if desired, the two held up to the light and both seen at once if it is desired to make a comparison in this way. It is not especially easy to compare two pictures drawn to different scales.

The records are being kept and the pictures are being made. The material is ready for the weighing of the expenses. It is found that the percentage of expense is too high and it is determined to reduce this percentage. A careful study of the facts and of the pictures indicates that expenses five and seven can be reduced. Every attempt is made to economize on these expenses but the picture at the end of the period of economizing shows no improvement over the other pictures. As a matter of fact it shows up a little worse than the other pictures.

Another study of the expenses suggests that perhaps the percentage of expense may be reduced if expense number two is increased. It has been found in the past that this expense has actually cut down the cost of selling. Accordingly this expense is increased and at the end of the period when the picture is made there is a real surprise in store. The percentage of all the expense, every item of expense, the total and even the expense that has been increased in dollars and cents shows a decrease.

Only by making pictures and comparing them in this way can the expenses be balanced properly against each other, weighed in such a manner that each dollar expended brings in the greatest possible returns. Every time a change in expenses is made the pictures show just what effect this change is having upon expenses as a whole and upon the profits of the business. The lower the percentage of expense can be kept the higher will be the profits. Consequently careful weighing of expenses by means of pictures means greater prosperity.

Expenses, however, are constantly shifting quantities. It is necessary to keep making changes and more important still to keep weighing expenses in order to keep the percentage down to the lowest possible point. Sometimes it is necessary to raise certain items in dollars and cents. In some cases such as rent there is no choice if one is to remain in business. It cannot always be foretold in advance just what increases or reductions in particular items of expense will do to the business. Only after the picture is made is it all made clear.

Constantly weighing expenses, however, is much like constantly weighing anything else. A person who for years has been weighing a certain class of material can guess with surprising accuracy the weight before he does the weighing. It is no different with expenses. After the confectioner has weighed his expenses for a few years he is able to foresee with a very great degree of accuracy just what effect any changes in any of his expenses will have upon the total cost of doing business. If he does not weigh them his guesses cannot possibly be anywhere nearly as accurate.

New Failures Should Not Cause Alarm

J. H. Tregoe,
Sec.-Treas., Nat. Ass'n of Credit Men

IT is perfectly proper for us to say that Providence was mighty good to us when we consider the seriousness of our blunders and how we produced to the point where there was not enough of the world's capital to finance the commodities produced. Liquidation following always a situation of this kind breathes failures. Weak enterprises cannot stand the pressure of severe liquidation. It will carry down oftentimes the very strongest and where the head of an enterprise is weak he may fall into a state of panic and throw up his hands even though in a close analysis he was not fatally hurt.

In the past twelve months creditors have co-operated magnificently in standing under weak and tottering concerns. The banks have been really noble at times in their treatment of such cases and this co-operative action has saved a number of failures. The bad debt loss of the past twelve months is very much less than we had anticipated or could anticipate from theories or precedents. Now, it happens that some of the enterprises tided over are not able to come through even with the indulgence. The store-keepers in the agricultural sections particularly granted a great deal of credit and the farmer in many instances will not be able to liquidate his indebtedness of last year until 1923 or 1924.

It will happen, therefore, that at the approach of inventory season and after the agricultural products have largely been disposed of that many failures may be anticipated. If they do not come, we shall be pleasantly surprised. Should they come creditors must not construe them as an unfavorable symptom. It is merely a mopping up and we are inclined to say that many enterprises carried over had better be liquidated if the indulgence proves them unable to weather the storm. The credit department in this juncture should discriminate between the inevitable failure and the failure that has happened under the cloak of present conditions. No doubt, merchants of weak character may reckon it to their advantage to liquidate or to take bankruptcy after having stowed away something for themselves and in the belief that their creditors will class them among the unfortunates and extend the sympathy

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which has prevailed so generously in the past twelve months. Cases like this should be treated roughly. The skill of the credit man can be expressed in discriminating between the inevitable and the cooked-up failure.

Now, get into the crow's nest, read the weather signs, don't be affrighted if the failures are numerous and prepare yourselves to handle each case with proper skill and diligence.

The Business Quiz

Question No. 1—What method do you use to keep your windows free from frost in the winter time?

Question No. 2—What is the "P. M." system of compensation to clerks?

Question No. 3—What is meant by a "credit guaranty"?

Question No. 4—Do you know how to effect a saving on show cards and price tickets; also to have them clean at all times?

Question No. 5—What is meant by "Terms 2% 10 days E. O. M."?

Question No. 6—Why is the seller afforded more protection when he sells goods on "consignment" instead of a straight sale?

ANSWERS

Answer No. 1—To keep windows free from frost, bore a row of holes in the top and bottom of the casement, start an electric fan which will keep the moist air in circulation and prevent it freezing on and glazing the glass.

Answer No. 2—The "P. M." for compensation means paying the sales force a premium on damaged, shopworn or goods you want to clean out. It is seldom ever given on new, clean, salable merchandise.

Answer No. 3—A credit guaranty consists of having some responsible person or firm guarantee the account to the seller against loss and prompt payment of all bills.

Answer No. 4—To effect a saving on card board and always have same clean, use a black card letters in white instead of a white card with the usual black printed figures or letters.

Answer No. 5—The terms "2% 10 days E. O. M." means goods are sold with the privilege of deducting 2% discount 10 days from the end of the month the goods were billed. Thus a 40 day dating is established.

Answer No. 6—On goods sold outright the title passes from the seller to the buyer. On goods sold on "consignment" title remains in the possession of the seller up to and including a specified date or settlement day.

THE fellow you think has a soft snap is very likely envying you just as you envy him. There are no soft snaps.

The Need of Poise

COLLEGE authorities are, of late, devoting increased attention to the importance of self-poise among students as an offset to our most deeply-rooted failing, that of nervousness. It is pointed out that the man who best controls his impulses and prejudices; who learns to estimate his world correctly, is most likely to succeed. As a people we are swayed, from day to day, by every passing breeze of excitement, our lives, which should be calm and our minds, which should be upon our tasks, are fretted by the trifles around us. We feed upon the bitter provender daily spread before us by the sensational newspapers. When a man finds his office work irritating he should drop the papers and take up books. Very likely the shelves of his home library hold many works in the perusal of which he may live for an hour or so each day in another and a better world, and so regain that self-control he has lost and discover that philosophy which teaches patience, tranquility and forbearance.

The Wane of Winter

SPRING is creeping northward and it is always welcome. It means much to all of us who have our daily work to do and must keep close to the desk and plan for the balmy weeks which are the forerunners of early summer. March is a month of pleasant anticipation and of wise preparation for a busy thereafter.

When the Worm Turns

A PARAGRAPH, culled from a village paper, coming from northern New York State, reveals a healthy sense of independence by the local fizz dispensers. There must be a bottom price to things, in these days of high costs of concomitants, however hard it may hit the young fellers who want to do the popular caper with the girls. Here is the item: "Repeal of the war tax on soft drinks will not affect the retail price of ice cream sodas in this village, it was said today. It will result in a reduction of prices on the pre-war five-cent drinks which will go back to five cents. Ice cream will be ten cents per dish again, providing it is not a sundae. Ice cream cones will be a nickel. Druggists and soda fountain proprietors say that while the tax on drinks has been removd, a tax on syrups has been added and that therefore they cannot reduce the price of sodas and sundaes which contain the syrups."

Philosophy of Business

OVER the door of their national bank, the Chinese have carved an adage which reads: "If you employ a man, trust him. If you cannot trust him, do not employ him." That is a good philosophy to apply to friendship as well as to business.

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Legal Points for the Retail Merchant

LESLIE CHILDS

ON CONTRACTING WITH MARRIED WOMEN

REGARDLESS of the retail merchant's line, he will as a general rule carry on a large proportion of his trade with married women. And so long as such transactions are for cash, or if sold on the personal credit of the purchaser, her marital status may not be of any concern to the merchant.

On the other hand, if as in perhaps the majority of cases, the goods are sold to a married woman, and charged to her husband's account, an entirely different situation may be encountered. This is true because in law a wife's right to purchase goods upon the credit of her husband is subject to many limitations, and unless a merchant "watches his step" as the saying goes, he may acquire an account that will be difficult of collection if the husband declines to pay.

In the first place whether or not a wife has the right to purchase goods upon the credit of her husband depends upon the facts in the particular case. But, in any event, agency, express or implied, must be shown, for a wife merely by virtue of the marital relation does not, as a matter of law, regardless of the facts involved, acquire the right to purchase goods upon her husband's credit.

If the husband expressly gives his wife the right to purchase goods, or if he pays such bills from time to time, his actions may amount to an acquiescense that will prevent him from denying the merchant the right to recover. Or if he has failed to provide for his wife he will, generally speaking, be liable for necessaries that she has purchased, providing they are living together, or even though they are living apart, if the separation was caused by his fault, and she was free from blame.

On the other hand the husband will not, as a general rule, be liable, even for necessaries, where his wife has left him without cause; where credit was extended to her and not to him; or, where she has agreed to accept a certain sum from him for her maintenance and he has paid it.

It is obvious then, that if the merchant is to extend credit to a married woman upon her husband's account in an intelligent manner, from a credit standpoint, he must know something about the couple's domestic and financial arrangements. And, as information of this kind is frequently difficult to obtain, such situations require the exercise of tact and judgment if the customer is not to be offended and the merchant made sure of the account.

However, regardless of the difficulties encountered, the merchant who is prudent will investigate the wife's authority to buy goods upon the credit of her husband, at least before such an account has reached any considerable size. To follow any other course is, in the light of the limitations placed on married women in this respect, certainly not a good business practice and may sooner or later lead to disputes and possible losses. The danger of blindly giving credit in situations of this kind may be illustrated by the following case in point:

A married woman purchased certain articles from a department store upon her husband's credit. At the time the goods were purchased neither the woman nor her husband had any account at the store. The husband declined to pay on the ground that he furnished his wife sufficient money to buy all necessaries, and that he had forbidden her to run accounts against him in department stores.

The store contended, that as the goods furnished were necessaries, the wife had the authority by virtue of the marital relation to pledge her husband's cerdit. The case reached the New Jersey Court of Errors and Appeals, and in passing upon this contention it was, in part, said:

"It is argued that the tradesman is entitled to assume that the wife has authority to pledge the credit of the husband for necessaries, unless he receives notice to the contrary. This may be conceded when the husband, by his conduct, has led the tradesman to believe that the wife has such authority. But there seems no ground for such assumption on the part of the tradesman who deals with the wife for the first time. He is supposed to know that the wife's power to pledge her husband's credit is not without limit; that she can only do so for the purpose of obtaining those necessaries which the law requires him to furnish her, and to the extent that they remain unfurnished; and he can readily ascertain by inquiry the fact of the wife's authority to pledge her husband's credit for the purchase which she desires to make." (James McCreery & Co. *vs.* Martin, 87 Atl. 433.)

The court holding that it was the duty of the merchant when selling goods to a married woman, for the first time on the credit of her husband, to ascertain her authority. Holding, that if the merchant failed to do this and it developed that the wife did not have such authority, and that the husband had already made provision for his family, he could not be bound for the additional purchases of his wife simply because she was his wife.

Now it is true that other courts have conceded more power to the wife in situations of this kind than did the New Jersey Court in the foregoing case, and it is possible that in some other states the merchant would have been allowed to recover on the facts of that case. But the foregoing decision is supported by much authority, and illustrates in an

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admirable manner a possible danger to the merchant in selling goods to a wife on her husband's credit, in the absence of information relative to her authority.

So to sum up, and speaking generally without regard to particular statutes and cases, it would seem but prudent for the merchant to be on his guard when opening accounts of this kind. And as a general rule the exercise of a little tact and judgment in ascertaining the wife's authority, when the account is first opened, will prove to be a wise business policy in the long run.

Our Flag

THE national colors are so largely and constantly displayed in these days that the correct manner of doing so is an important detail. Here are the proper instructions:

"When the American flag is hung as a banner, the union, or field of stars, should be in the upper left-hand corner. When hung with the stripes perpendicular, the union should be in the right-hand corner. When hung from a rope stretched from building to building across the street, on streets running north and south, the union should fly to the east; on streets running east and west, the union should fly to the north. When hung from a rope stretched from the house to a tree in the yard, the union should fly toward the street."

Get Close to the Crowds

THOSE who take note of the drift of trade, see much encouragement in the increasing demand for stores, well situated for retail business. Confectioners who cater to an evening trade must find location close to the current of humanity sweeping past to and from theatres and cinema shows. It's a mistake to allow a competitor to outbid one for the best possible place in the contest for the patronage of the money spenders of the day or night.

The Survival of the Fittest

IT IS rather well understood that, taking the industries of the country by and large, so to speak, there are not as many salesmen in the big flock as there were when the selling was easy, and yet most of the real men of the road—, the kind that you can't down—, are still alive and doing, and the reason of it is that they have not only put plenty of hustle into their work, but have had the constant backing of employers, who believe in push, publicity and perseverance. In the language of one big national user of all-the-while advertising and a flock of sure-thing travelers, "the real creative salesmen are still with us, and while we, of course, sympathize with those who have fallen by the wayside, it was bound to come. 1921 furnished the test. It could only be the survival of the fittest."

A New Field for Live Salesmen

THE winter season at the southern resort cities, now closing, is said to have broken all records. It is now only, in that direction, that we may find great numbers of tourists who, having found suitable abiding places, are content to stay in them, glad to get in at any cost.

In the South, because of the distance and the nature of most of the roads leading in that direction, the automobile has not hurt the hotel and local retail business. In the North the reverse is true. In the old days, people, arriving by train at any of the long popular summering resorts, engaged their rooms in advance and planned for long stays. Now a continuous procession of auto tourists speed over thousands of miles of splendid roads and wire ahead for one night stops. Beautiful environments no longer hold them. What the long-established resorts have lost has been gained by countless small communities along the best routes. Storekeepers, small hotels, lunch purveyors, in such places, have been much prospered. This fact seems to warrant more attention to the advantage of keeping the small-town retailers well provided with good qualities of confectionery. The cheapest and most effective way to develop this promising demand is to stock up your salesman's auto and turn him loose, to try out his luck in getting acquainted and planting moderate supplies of goods at a thousand cross-road villages and inland towns which have only just commenced to realize what a chance of prosperity the world on rubber wheels has brought to them.

Where the Profits Are Taken

THE maple sugar growers of New York State sell their product to wholesale dealers at from sixty cents to one dollar per gallon. They state that whereas the price in the local retail market does not exceed three dollars per gallon it has been sold in New York City at the rate of one dollar per pint or eight dollars per gallon. The Maple Producers' Association of the state proposes to advertise sugar and syrup widely and make an effort to get rid of the middlemen and at the same time to standardize the qualities of the product.

Your Neighbors and Your Insurance

MANUFACTURERS everywhere in crowded cities need in these days to know what sort of people and industries are in their immediate neighborhood. Incendiary fires are difficult to prove but we all know that they are increasing in number. Every honest manufacturer or storekeeper is obliged to pay higher rates of insurance, wherever he is located in zones under suspicion. The fire-bug works while you sleep. He constitutes a menace almost impossible to avert. Safety appliances cost a lot of money but they may be cheap at any price when a fire breaks out in some old shack next door.

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Western Confectioners' Association Hold Fine Convention at Coronado Beach

THE Western Confectioners' Association chose an ideal place and the right time for their 1922 Convention, Hotel del Coronado, Coronado Beach, San Diego, California, being the place chosen, and January 17th, 18th and 19th the time. A perfect climate and ideal weather combined with alert, aggressive confectioners to make the convention a great success.

A large gathering of members and their ladies greeted President Leon Sweet when he called the convention to order. E. A. Harter, Chairman of the Los Angeles Zone, welcomed the members to Southern California in a short and happy speech. President Sweet then addressed the meeting, saying in part:

"It is with a sigh of relief that most of us will put the year 1921 behind us and look forward to the year 1922 with confidence, hope and optimism. We are not out of the woods yet, but we can look for an improvement in business conditions with the beginning of spring. In order to build up a safe business it takes quality, service, salesmanship and advertising, not destructive price-cutting methods. If our industry had taken up a national advertising campaign a year or two ago, placing ourselves squarely and fairly before the American public, we would have enjoyed the good opinion of the public and the good will of the press which likely would have resulted in elimination of the excise tax entirely.

"Confectionery manufacturers need to do more reading and thinking. Far too many are trying to do business on a 1914 basis. The worst thing that could happen to our industry would be for us to get back to conditions we encountered seven years ago. We must elevate our standards in our factory and with our employees. Let's look to the future with renewed hope and a determination to bring about greater accomplishments."

The report of the Treasurer showed receipts of $13,140.06 and disbursements of $12,026.20 and a balance in bank of $1,113.86. Secretary Nicholas Nelson then presented his annual report, in which he said:

"The figures for 1921 should teach valuable lessons if analyzed closely. Future success is based upon a knowledge and avoidance of past mistakes. Cost of selling has in many cases been exorbitant.

"In planning 1922 sales campaigns we can almost confidently look for steady prices without further declines. In fact, as we get further along in the year the tendency will be for advances in our selling prices. Raw materials are at the bottom. Sugar at base ports went a little below 5 cents and can not go much, if any, below that figure. At the same time I see nothing to justify any serious advance, as the world's stock of sugar is very large, something like 1,200,000 tons, visible supply, in this hemisphere. In corn syrup the market is low and the tendency should be toward an advance. But low sugar prices operate to keep corn syrup down, as there is a definite point where corn syrup would be more expensive than sugar.

"Our association work has a wide field before it and a great distance to go. We are not now really selling candy, but are supplying a demand which reaches us by several steps from retailers and perhaps through jobbers. We send our salesmen out to collect orders for goods asked for by consumers, while successful manufacturing retailers sell candy by approved merchandising methods. We should reverse the process, and sell the consumers, induce them to ask for our candy, stimulate their desire for it, persuade them to eat more candy daily. Our next step will then be easier, to convince the retailer that our lines should be handled at a reasonable margin. We should make use of general advertising to stimulate candy consumption.

"It has been said that Americans spend four times as much for confectionery, chewing gum, sodas, ice cream, etc., than for the support of the Army, and some newspapers declare this wasteful, which shows the point of view held by some editors toward our and similar industries. Something should be done to have this corrected, and those editors should be taught that candy balls are far more wholesome than cannon balls."

The Nominating Committee then presented the following nominations for office:—For President, Chester E. Roberts; for First Vice-President, Chas. M. Thomsen; for Second Vice-President, E. B. Gimbal; for Treasurer, Nicholas Nelson.

On motion made by Mr. Walrath the secretary was instructed to cast the unanimous vote of the Convention for the candidates named.

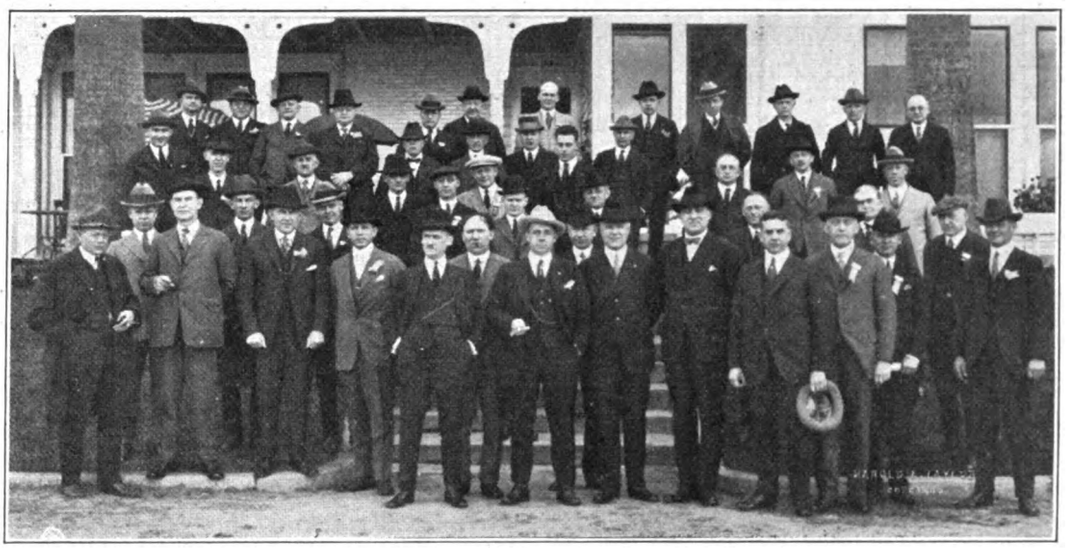
President-elect, Chester E. Roberts, was then conducted to the platform and in an interesting manner thanked the Convention and outlined his policies. Hon. John L. Bacon, Mayor of San Diego, then addressed the meeting, touching strongly on the value of association work in business, and extending to the Convention the freedom of the City of San Diego.

At the second session, Walter C. Hughes, Secretary of the National Confectioners' Association,

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addressed the meeting, commanding earnest and undivided attention for two hours. The great interest taken in his address was evidenced by frequent applause and questions. In the Course of his remarks Mr. Hughes said:

"Conditions in our industry at the beginning of 1922 are very different from what they were at the beginning of 1921. Stocks of jobbers and retailers are depleted. There is no large carry-over as there was in 1921. During the summer season there is always a 'falling off' of sales. This year, in my opinion, it will be somewhat more pronounced than during the summer of 1921. This will partially be due to the increased sales of ice cream and soft drinks, which will undoubtedly be benefited by the removal of the consumers' tax to a recurrence of



a depression in all lines of business that will be the inevitable result of the 'shaking down' process that has been going on during the past few years and which has not yet been completed.

"I expect to see very good business this fall and the year as a whole, in my opinion, will show an average increase of 25 per cent to 33 1/3 per cent over 1921.

"The reports on business conditions demonstrate that there is a continued upward movement and that gradually we are approaching a business level which will assure a stable and steady demand for all kinds of merchandise. If we have the faith and the courage, we need not fear the future. We must quit facing both ways. Many of us are still thinking of the prosperous days of the war period. We must forget the past and turn our faces steadfastly toward the future.

"The year 1922 will be just what each makes it, nothing more.

"The chief factors that will determine whether at the end of 1922 you can look back and feel proud of what you have accomplished will be quality, service and salsmanship. Their relative importance is in the order in which I have mentioned them.

"There will be good business for the fellow who goes after it and who makes up his mind that he is hard to get it. It will take good, hard, persistnt work to' bag the game,' but it can be done and will be done.

"'Everybody Likes Candy'—Remember our slogan and go after the business with the intention of getting it. Have faith in the industry, faith in your goods, faith in your salesmen and last, but not least, faith in yourself, and when you close your books on the year 1922 you will be proud of what you have accomplished, and it will be an incentive to greater accomplishments next year."

The following resolutions, among others, were adopted:

That the Secretary be instructed to take up with the officers of the National Confectioners' Association the confusion in trade-marks resulting from the registration of generic terms and names that have been used by many confectioners, so that only genuine trade-marks be registrable.

That during the months of October, November, and December the local chairman of each Zone shall advise the Secretary, immediately by telegram, of all quotations, and that the Secretary shall forward this information to the chairmen of other Zones.

That a committee of three be appointed by the President to formulate a plan for Candy Day Advertising, and that John W. Vogan be appointed Chairman of said committee.

That a committee be appointed by the President to confer with the National Confectioners' Association on the subject of general advertising, and that this committee also study the subject of advertising in our territory by our Association.

That this Association, the majority of whose members are also members of the National Confectioners' Association, hereby goes on record as fully endorsing the policies pursued by Walter C. Hughes in the conduct of his office as Secretary of the National Confectioners' Association.

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That it is the sense of the Western Confectioners' Association that the National Confectioners' Association is to be congratulated on having as its secretary, a man of Mr. Hughes' unquestioned capability.

That the candy industry of the country, as a whole, owes its gratitude to Mr. Hughes for the splendid, successful efforts, and great sacrifices which he made on behalf of the industry during the storm and stress of the world war period.

That a copy of these resolutions be sent to the officers of the National Confectioners' Association and to Mr. Hughes, as a token of the esteem in which he is held by this Western Confectioners' Association.

The following Standing Committees were appointed:—

CANDY DAY ADVERTISING

John W. Vogan, Chairman.
Leon Sweet.
George Cardinet.

GENERAL ADVERTISING

Leon Sweet.
L. C. Blunt.
Fred Krause.

FINANCE

E. A. Harter.
Geo. W. Leihy.
J. R. Showley.

It was decided to hold a Mid-Summer Convention in July on board a steamer leaving from Seattle to Southeastern Alaska and return. This is in the nature of a summer vacation. The steamer trip will take ten or eleven days' visiting all the important points in Alaska, going by way of the "Inside Passage," which has practically only forty miles of open ocean making a very pleasant trip throught straits and sounds and past glaciers. Manufacturing confectioners and friends throughout the country are cordially invited to join in this trip which will, undoubtedly, be a pleasant and very unusual event. Registrations must be made very promptly with Chester E. Roberts, Imperial Candy Co., Seattle, Washington.

In accepting the office of president, Mr. Roberts paid high tribute to his predecessor, Leon Sweet, who so successfully and untiringly held the office for the past two years, and said his aim and purpose would be to carry on the work in a manner to perpetuate the principles as developed by the association which had accomplished so much for the general upbuilding of the industry throughout the eleven Western States. Mr. Roberts presided at all meetings following his election on the first day of the convention. Later Mr. Roberts, on behalf of the Western Confectioners' Association, presented to Walter C. Hughes and his wife a novel gift in the form of a complimentary trip to Alaska on the steamer "Spokane."

"Candy Day" and plans for a repetition for the advertising necessary to make it even more successful this year than in 1921 came in for lengthy discussion. It was the general sentiment of all members present that it should be generously supported by every candy manufacturer in the West. A committee was appointed, to whom authority was given to outline plans for "candy day" and a method of raising funds. J. W. Vogan was named chairman, with Leon Sweet and George Cardinet to act with him.

Subjects discussed by various members were: J. W. Vogan on "Advertising and Propaganda"; "Securing Retailers' Co-operation," by George W. Leihy; "What Should Gross Profits Mean," by Chester E. Roberts; "Uniformity of Costs," by Henry Rhine, and "Editorial Co-operation," by Jay H. Kugler.

There was ample entertainment during the convention for the members and their ladies, including golf tournaments, dances, lunches, etc., and also a trip to Tia Juana, across the Mexican border, where were witnessed several horse races and other sports.

Entertainment for the ladies was in charge of J. K. Showley, B. G. Showley, Izer Davis, O. L. Holt and D. S. Simison, to whom a vote of thanks was accorded by all ladies attending the convention. On Tuesday afternoon they gave a card party and tea at the Coronado Hotel, and a dance in the casino following dinner; on Wednesday an auto drive to all points of interest, luncheon at the San Diego Country Club, a drive to Tia Juana and a dance in the hotel ballroom that evening.

High Finance and Low

A FINANCIER, discussing a project to abolish gold money, said the other day:

"High finance always makes me think of Low Perkins.

"Young Lowell Perkins—Low, we used to call him—went into a drug store one day and asked for a hot chocolate. The soda fountain man turned to prepare the chocolate when Low said:

"'Hold on. I think I'll have a banana ice cream soda instead, if you don't mind. It's the same price, aint it?'

"'Yep,' said the fountain man, and he prepared Low's drink, and Low tossed it off and started out.

"'Hey!' said the fountain man. 'Hey, mister, you ain't paid me for that banana ice cream soda yet.'

"'But I had the ice cream soda instead of the hot chocolate,' said Low.

"'But you didn't pay me for the hot chocolate.'

"'Well, I didn't have it!'

"And Low walked out."

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Candy and Birthday Sentiments

THE fashion of sending illuminated postcards upon birthday occasions is very popular. Such cards need not be mailed. Thoughtful people sometimes place them in boxes of candy. A great many would do so if they only happened to find the cards and the candy conveniently together. There is no good reason why handsome labels, bearing appropriate verselets, should not come into vogue. A selection of these could be kept in stock and pasted upon the boxes at the time of sale. The following appropriate lines have been written especially for this use:

When e'er you count one birthday more
Let care be uninvited;
May cards galore still shower your door,
Anew with friendship plighted.

Though memory's years hold bitter or sweet,
Pray we for the years still before;
That your path may be sunny and soft to the feet,
And good fortune oft knock at your door.

May all your years be golden miles
And many come to you;
May dreams be your's of Fortune's smiles
And may they all come true!

I do not ask how old you are,
Hushed be each curious tongue;
I only know to me you are,
And always will be, young.

I think of you upon this day,
Though other days I may forget,
Till life itself shall fade away
Your birthday I'll remember yet.

May heavy showers in many years
Be yours, as part of life's reward,
But never showers of sorrow's tears,
Just loving showers of birthday cards.

Candied Vegetables

"I WAS surprised at the Mexican sweetmeats," said a man just back from Mexico. "I do not think there can be any fruit or vegetable which they do not candy, preserve in syrup, or convert into jam.

"In a queer little pueblo in the State of Zacatecas I heard a woman calling monotonously, 'Cimarrones, calabasas.' Now these words in English mean sweet potatoes and pumpkins. She had a small tray held in place by a leather thong that went around her neck.

"I crossed the plaza and asked her for five cents' worth of calabasas. She placed several pieces of a sugary yellow substance in a paper bag, and I realized that I was going to have the experience of tasting candied pumpkin.

"If you can imagine pumpkin pie frozen hard and saturated with sugar you can get an idea of the flavor of that queer confection. One grows to like it after one has lived in Mexico for a while.

"The cimarrones were also rather nice. The sweet potatoes are boiled in water until they are soft. They are then soaked in hot syrup and candied. A final coating of powdered white sugar is added, and gives them the appearance of large Easter eggs.

"Beets, carrots, turnips and artichokes are some of the vegetables made into sweetmeats in Mexico. Tropical fruits of every description are also used for this purpose, and candied watermelon peel is a great favorite.

The regular stand of the sweetmeat vendors is on the plaza, but at night they turn out in force around the doors of the theatres. A Mexican senorita would not enjoy the show unless she had a good supply of her native confections to munch. It is her substitute for the chocolate creams that we buy for our matinee girls.

"Last New Year's Eve I was in Nogales, a pueblo on the international line between Arizona and the Mexican State of Sonora. A vaudeville entertainment was being given at the little theatre, and about eight o'clock I strolled over to take in an act or two. It was almost impossible to make my way to the box office through the crowd of peddlers that blocked the street and sidewalks.

"'Pumpkin, carrots, sweet potatoes, senor!' they shouted in Spanish, while the light from many oil lamps flickered over their wares. 'Very cheap, Only ten cents for as much as you can eat.'

"It was a strange scene, full of color and racy of the soil. Indeed, it is the sweetmeat vendors that will always recur to my mind when I think of my visit to Mexico."

Profit and Loss Account

March	4. Advertising for girl to do typewriting	$1.30
"	9. Violets for new typewriter	.50
"	13. Week's salary of typewriter	10.00
"	16. Roses for typewriter	2.00
"	16. Miss Remington's salary	15.00
"	20. Candy for wife and children over Sunday	.60
"	22. Box of bonbons for Miss Remington	4.00
"	26. Lunch for Miss Remington	5.75
"	27. Daisy's salary	20.00
"	29. Theatre and supper with Daisy at Del's	19.00
"	30. Sealskin for wife	225.00
"	30. Silk dress for wife's mother	50.00
"	30. Advertising for young man to do typewriting	1.30

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Selling Goods by Displaying Them

WINDOW DISPLAY RECORDS

IT COSTS money to make good window displays. There is the money invested in the display fixtures, the rental value of the storage space occupied by these fixtures when not in use, the time of the person who makes the display, and the money spent for special decorations on any special display. There may also be numerous other miscellaneous displays. Unless careful records are kept of all displays the confectioner is more likely to look upon all this as an expense rather than an investment. Even if he does consider it a good investment, this investment is made in the dark and takes on the appearance of a wild cat venture rather than a sound one, unless he has records which show him beyond a question of a doubt just how profitable good displays are and which prove the most profitable.

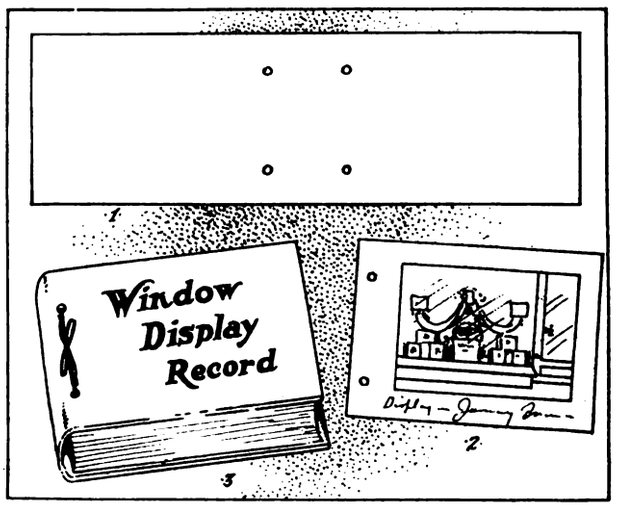
It may happen that those displays which cost the most money prove the most profitable and it may happen that those which cost the least money prove the most profitable. There is but one way to find out and that is to keep records. Each confectioner must also keep his own window records just as he keeps his own records in the other departments of his business. It is not safe to rely upon the window records someone else has made any more than it is to rely upon profit and loss records of some other concern. It is a case of each concern knowing exactly what is being accomplished in its own store.

Two sets of window display records are needed. One should be a debit and credit account for all the windows. This may well be kept as follows. First set a fair rental value on the windows and charge this up against them each month. Include in this charge the rental value of the storage room for the display fixtures and the workroom of the display man if any such room is provided. Charge also against the window the salary of the display man if one is employed to devote all his time to making window displays or that portion of the salary of the person making the displays which is represented by the time he devotes to displays. Also charge against the windows every other item of expense that is chargeable to them, making certain that nothing is left out. Then credit to them all sales that can be credited to them. Of course this credit will have to be estimated to a considerable degree, yet the estimates should be made with care and as accurately as possible. This record will give an idea of just what the windows are actually worth. It does not, however, tend to increase the effectiveness of the windows to any great degree and if the greatest profits are to be derived from the windows it is necessary to make the displays more effective. A separate record is needed to do this.

Some people who make window displays make very careful sketches of these displays before they are placed in the window. If such sketches are made they should be saved and bound in a book. When making such sketches it is well to make one of the setting alone and another of the completed window.

I have stated that these sketches should be bound in a book. A very satisfactory book can be made by securing two pieces of leather or a leather substitute cut a little larger than the sheets upon which the sketches are made. The end that is to be bound should extend an inch or more beyond that edge of the sketch.

Now punch a couple of holes near the binding



This shows a convenient and economical way of making up the book. 1, is a sheet of leather or imitation leather with holes punched to form a cover. 2, is a sample page. The picture may be on the right- or the left-hand page whichever is desired. 3 is the finished book. A shoe lace serves as a very satisfactory binder. The lace should be tied on the side of the book where the last leaves are inserted so that no leaves already in the book need be disturbed when new ones are added.

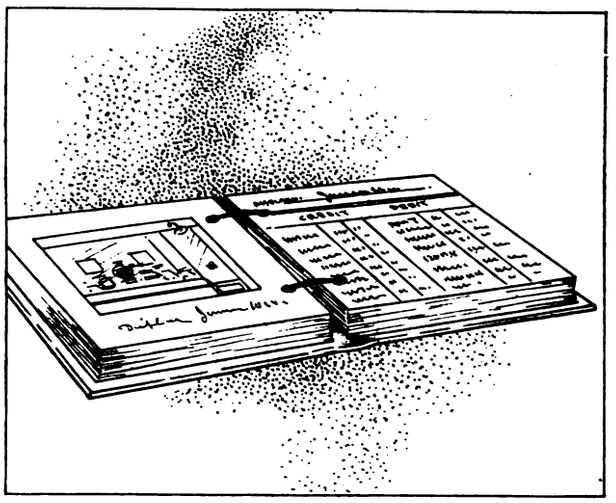
edge of the leather covers and also through the binding end of the paper on which the sketch is made. Should the sketch be made on bristol or other drawing board that cannot easily be bent, trim it to the proper size, cut a strip of the material for binding purposes and fasten it to the sketch by means of a cloth hinge. Cloth shoe strings will serve to bind the covers and the sketches together if threaded through the holes and tied. If instead of using two leather covers one long strip is used to form both covers and a back the sketches will be better protected and the book will have a better appearance. Between each set of display sketches there should be inserted a sheet of paper on which a complete record of the display is entered.

This record should give the cost of making the display, the amount and kind of light used, that is, whether spot lights, colored lights or other kind

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of light was used, the date it was made, the number of days it remained in the window, the kind of weather while the display was in the window, the time required to make the display, the cost of making it, and all other items that might possibly prove of value at any time in the future. Every detail about the display not shown in the sketch may well be entered in this record.

All data secured in regard to the number of people who stopped and looked at the display, the number of people who purchased as a result of the display, the sales of the goods displayed during and immediately after the display was made and how great an increase this was above the averge sales, and all information resulting from asking people questions



The firm that keeps a display record book like this soon has data on his window displays that is of the utmost value. He no longer needs to go on making displays by guess. He bases them upon the accurate knowledge contained in the book. The few dollars spent in keeping the record will sooner or later bring returns a hundred fold greater than the cost.

about the display or making any of the investigations suggested in the previous article should also be entered in the record.

At the time these records are made some of the data entered may not appear of very great value but a year hence it may be of great assistance in making a display which will prove far more profitable than this display has been. It is very easy to forget details and for that very reason an accurate record of them may prove of great value. In any case such a record will soon show what it is well to avoid when making displays. It is not long before it indicates which displays are most profitable and which are most unprofitable and points the way to displays that will always prove profitable.

Every display man or at least everyone who makes window displays is not enough of an artist to make good sketches of the displays. Not all those who can make good sketches make them. Sketches, however, are not entirely necessary to make suitable records. In fact, one might almost go so far as to say that they may not be the best records, for the display, when finally made, may not have been exactly like the sketch. A photograph of the window will show exactly how the display was made.

Some display men take their own photographs, while others have a professional photographer do the work. If a contract is made with the photographer to take a certain minimum number of photographs each year, it is usually possible to secure a lower price than would be the case if he was called in each time a picture is needed.

Pictures 5 by 7, 6½ by 8½ or 8 by 10 inches in size as suitable. The smaller sizes cost less and usually serve the purpose about as well. The equipment needed is a camera with a wide angle lense, so that the camera can be set up on the edge of the sidewalk and still take in the whole window and the lense should be large enough so that a fairly large stop can be used. An exposure of from ten to twenty minutes is usually needed to take a window display picture at night, and on account of the window reflections it is rarely possible to take a good picture of a window display except at night and with the light of the regular window lighting system.

After the prints are made mount them upon cloth and bind them in the book with the record sheet facing the print. The print should be clear and show every detail of the display. Because the large prints do show more detail, that is, make it easier to see it, they serve the purpose a little better than do the small ones.

It may prove a good plan to divide the display record among three books. Have one book showing the displays that have proven especially effective, another showing those that have shown average results and a third showing displays that have failed to meet expectations. When this plan is followed, it is a little easier to study the record with the idea in view of finding just what constitutes the display that results in the largest sales and those which result in the smallest sales. By having the best displays in a book by themselves and the poorest, when measured by results, in another book by themselves, one is soon able to pick out certain features that run through all the best displays and in the same way pick out certain features that run through the poorest displays. As a result he will eventually be able to establish certain of the requirements for a successful window display and will find certain features that tend to make the display ineffective as far as sales are concerned.

In other words, a study of these records is going to make it possible to materially increase the show window profits, because it is going to make it possible to make a larger percentage of the displays result in selling a large volume of goods. Without some such records as these it is not possible to work out thoroughly reliable rules for making displays that pay. With these records it is possible to spend the show window money in such a way as to make sure that every cent is well invested.

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BUSINESS BUILDING

A. E. PHARO

WE WANT YOUR HELP, MR. FINE CANDY DEALER

MAY I have a moment of your time, Mr. Fine Candy Dealer, in a Large City? Yes? Thank you. The Confectioners Journal has placed a heavy load upon my slender shoulders, and strapped it tight and fast. It has commanded me to toil assiduously and ceaselessly in the good work of mobilizing the fine candy trade in the large cities into a loose and informal organization so a man in any city can go into a first class candy store and order a box of confections to be delivered to any address in any city, at any specified time. The said delivery would be made by some first-class store in the distant city.

There are many confectioners and many large cities in this glorious country of ours, and the task of mobilizing them for such a purpose is a colossal one. It is utterly beyond the capacity of your humble servant, and therefore I am sending out SOS signals of help to every fine confectioner above mentioned, and am confidently counting on your approval, sympathy, co-operation and support in this great task wherein you and your widely-separated co-workers will receive all the benefits which I trust will be frequent and munificent.

I am encouraged in the success of this undertaking from the fact that the Confectioners Journal initiated the idea of a slogan for the candy trade and hammered at the idea until an active interest was developed and the slogan finally adopted, and it may be published broadcast to the fraternity by the time you read this article. The next step therefore is to capitalize the slogan and utilize it in this loose association. Before anything tangible can be done, however, the interest of the trade must be aroused and mobilized, and after that is accomplished definite steps can be formulated to develop a workable plan the same as the florists happily accomplished. Let us give an illustration: A man in Buffalo has an intimate friend or relative in Harrisburg. Her birthday arrives, as birthdays have a way of doing. He desires to send her a little thought of remembrance and feels that a box of delicious bon bons would be received with enthusiastic welcome. He wants her to receive it a certain hour on a certain day. It is an impossibility now. If he should send it by mail it might arrive the day before, or possibly several days after the proper time, and its happy psychological effects would be completely spoiled by this. But under this proposed plan it would be simplicity itself. He would simply go to the confctioner, place the order and the dealer would write or wire to a suitable dealer in the distant city to deliver the order at a certain time to a certain place. Won't you get interested in this proposed plan? Won't you write a letter to the Confectioners Journal expressing your interest and encouragement, and giving any suggestions which occur to you? You have no idea how much it will help in the good work for you to do this, and I am hoping the spirit will move you to take your pen in hand and write a few encouraging words.

EVERYBODY SEEMS TO BE A DRINKER NOW

THE other day walking along the fashionable shopping street of my city I noticed a sign in the window of a fine candy store, which read "Coffee Served Here." Until recently this was an exclusive candy store, confined to the fine trade. It had no soda water or ice cream in the summer and no warm drinks in winter. And yet, here it was offering and advertising the ubiquitous cup of coffee in the middle of the day, accompanied by dainty little sandwiches of a smallness that would be an aggravation to an ordinary man and drive a hearty man with a vigorous appetite to deeds of desperation.

Everybody seems to be drinking now. In summer it is frigid soda, and in winter it is steaming coffee and cocoa. There must be money in lunches is what I tell myself a dozen times a day as I reflect upon the subject. A high grade grocer, who had half a dozen stores in the better part of the city, opened modest lunch counters in his stores a few years ago. They grew and grew, and kept on grewing—if that is the proper word—until in several stores they completely crowded out the groceries and became full-fledged restaurants. A friend of mine has a large drug store. He had a modest soda water counter near the front door. One day about a year ago he timidly offered a few sandwiches and wedges of pie. The idea "took." The lunch department developed amazingly. Today hundreds attend his lunches. They sit on little dinkey stools and drink coffee, and eat sandwiches, and cake and wedges of pie. I will

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whisper what he whispered to me as a great secret. His coffee is fine, the cream is thick and delicious, his sandwiches are stuffed with ground meat with some appetizing condiment added. His pies are super first class and the wedges are big. He told me that his lunches are one of the large factors of his business. His patrons are of the prosperous class, and when they get through they just naturally go back in his large store and buy something.

Every candy store I know almost is now serving lunches and coffee and such. So many folks now "room" and "eat out" that there seems to be a patronage for any place that serves good, though light, repasts. How about your place?

A FORTY-HORSEPOWER EDITORIAL

I JUST read a cracking editorial, a peach and a dandy. It seemed actually alive and it made a noise like real money. It wasn't in a high toned literary journal. It wasn't written by some famous author with bulging brow and thoughts in the clouds. It didn't have a whole page set apart for itself with a thousand dollar illustration by a famous artist, as you see in some of our leading magazines.

It was just a little meek, humble, modest, plain, common-sense affair, with small words and short sentences, that said its little say and then relapsed into silence. It occupied thirteen lines and contained one hundred and eighteen words on page 95 of the January number of the Confectioners Journal. Perhaps you read it, and if you did I'll bet a red apple to a dime that you thought it was just "ordinary stuff," that you straightway plumb forgot it, and that you are snorting with scorn at the words of praise you are reading. That's where you are off the track, friend candyman, where you are dead wrong. For that editorial contained an Idea, an idea which will add to the profits of any dealer who will put it in his business. The idea was this: "That you have a 'candy day' every day in the week, and advertise that fact." You can call the rest of the editorial commonplace, if you wish, and I won't object, even if the editor refuses to speak to me for a month. But I want to say in a loud tone of voice that that Idea is worth real money, to every dealer in the land who will use it.

Why not make every Saturday of every week a "Candy Day"? Why not advertise it as such? Why not dress your show window festively on that day? Why not offer some special inducement to every one who buys on that day, said inducement not to apply on other days? Why not vigorously advertise that you offer this inducement? Why not particularly spread yourself with the elaborate and attractive placard which you place in your window, using a number of fresh ones each week? Take a pointer from the cigar stores as to the inducement. That is: give one or more coupons to each purchaser on that day. You would have the coupons printed, and they would state that 100 coupons, say, would entitle the holder to a box of your finest mixtures, that 50 would be good for one of your regular boxes of bon bons, and that 25 would be taken for, say, quarter of a pound of marshmallows. Then give these coupons out for every sale made on Saturday, perhaps four for every dollar, two for every half dollar and one for every quarter. The people would save these coupons and when they had the required number would bring them in to you to be redeemed.

Just shut your eyes and let your imagination picture this plan and what it would do if vigorously pushed, and if it looks good, give it a try.

SPECIALIZE. THIS IS THE DAY OF SPECIALIZATION

EVERYWHERE, in every branch of activity, in every line of business the tendency is to specialize. To get away from the general into the concrete. To cease doing many things indifferently and to do one thing supremely well. If you go to your family doctor to be cured of some complaint the chances are he will send you to some specialist who has specialized down to treating that complaint. Many lawyers specialize on a certain kind of practice. Hundreds of manufacturers have specialized on making just one thing, to their great financial advantage. Thus a certain automobile manufacturer specialized on making just one kind of car, and today he is worth a trifle over a hundred million dollars.

Yesterday I ran across a friend of mine, and asked him what he is doing. "I'm selling candy to retailers," said he. "Gosh," said I, "you must have a lot of competition." "Oh, I'm not bothered with competition," replied he, "I specialize on just two things, represent two factories in distant cities, and I'm doing very well, thank you."

This morning I called on a candy manufacturer, a friend of mine. He looked so happy that I remarked about it. "Oh, business is booming with me," he said. "I was running a large assortment of candies. Expenses both of making and selling were heavy. My face was long. I cut out the big assortment and specialized on one thing. Was able to make it first class, and sell it at a price that seemed ridiculously low. And I'm busy as a cow in a garden."

If you manufacture some of your candy, Friend Dealer, here is something to think over. Why not specialize on it? Cut your expenses down to the bone. Make it good and make it cheap. Sell it at a fair profit, and make your money on quantity production, rather than on a large profit. Let the idea ramble around in your dome of thought and see what conclusion you arrive at.

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The Stroller

BUM SALESMANSHIP

SAY, give you my word when I see some of the mutts that's floating around the earth calling themselves salesmen, I'm ashamed to be one. Sure, I've pulled some boneheaded plays myself. Sure I have, maybe nobody's pulled any more, but I try not to pull any that a kid three years old would see.

A customer of mine was in the market for a little delivery truck, and he couldn't make his mind up between three different wagons. So he had 'em all demonstrated to him. The first was a Henry, and he went out in it. One of the stunts he had the driver do was to hit up a pretty good gait over a rough road, because most of the country roads around him was rough, and he wanted to see how the thing would act.

"My gosh!" he said to me, "you ought to have seen me. I couldn't sit on the seat! The truck just jumped around the road like a rabbit with four dogs after her. It was terrible! I've never been in such a thing! Why I coudn't use a truck like this, I said to the salesman, I'd be afraid to send anything delicate out in it. Why, give you my word, I drank a glass of milk just before I went out and it was a solid pat of butter when I got back.

"And what do you think was the cause? After I'd bought another truck they found out that a fool helper in the garage had blown the tires up to about 150 lbs.—they were practically solid wood!"

What d'y'e know about that? Sending a truck out to make a sale on without going over it to see it was all right.

"But I didn't tell you the worst," the same customer said. "After I gave up buying the Henry, I had a demonstration in another make. This one was good—easy riding and quiet—I'd practically made up my mind to buy it, when all of a sudden the front left wheel came off."

"That pin must have come out," the salesman said.

"It sure must," I said, "but it'll never come out for me. I can't afford to run any risk like that. So that was off. I finally bought the third one. There wasn't any accidents with that."

Now if that wasn't rotten salesmanship, I don't want a cent. Like showing samples of nuts with worms in 'em. Putting your best foot behind your back, if you get me. Aint it true?

Why when I go out to sell goods to a new man you fellows that see me regular wouldn't know me. I don't have to put on any lugs with you, but by gravy, when I go into a strange boy I'm sweet enough to hug and kiss. I got a clean collar on and everything I got on's been brushed to the limit. Shoes shined till you could comb your hair in 'em. Clean shirt and everything. Believe me, I'm out to vamp a buyer and you should see me work. Ah—hah! You'd think I was the English Ambassador.

D'ye know I've always had a hunch that the sale was made, if it's going to be, in the first thirty seconds of the salesman's speel. I don't mean so much the sale that a salesman makes to an old customer, that's different—but the sale that he makes to a new one.

If the sale is made in the first thirty seconds, why it means that the first impression's got an awful lot to do with it, take it from me.

It's the same way with you retail fellows. There aint any difference except that we sell different kinds of people. If the first thing one of your customers sees when she comes in your place is a clerk with a hard luck mug that looks at her like she was fixing to sprinkle her with chloride of lime, why that aint so good, is it?

I wouldn't let any girl work for me that didn't have a smile on 95% of the time. Not on your life! I don't mean a fathead giggle that works even when a funeral's going by. I mean a real smile, the kind of a smile that says "come in, bless your heart, I'm glad to see ye!"

Know this? I'm willing to bet my wife's real fox neck piece that I can make any candy store go, just by doing two things. I'd use only clerks with the 95% smile and I'd see that everybody that come in the store, man, woman, child or goat, got a taste of something. Everyone! Nobody would let out a peep to buy any of it understand, it would be just like going into a friend's house and being offered candy. Would it sell goods? You can bet your whiskers it would sell goods! It *does* sell goods, I've seen it do it!

THE STROLLER.

Fundamental Difference

THE great difference between a strong character and a weak one is merely a matter of will power; a strong will never lets go; a weak one never takes hold!

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Whatever you may want to do:—

—Find Employment; Engage Help; Start in Business; Buy, Sell or Exchange Material, Equipment, or Merchandise;

—or any of a hundred and one other human activities,

—we offer you the opportunity through the gateway of Confectioners Journal classified ads.

The readers of Confectioners Journal form an integral part of the confectionery field. They are active, progressive, men seeking the material or human element which will re-inforce their business, organization or personal advancement.

Get into the habit of using want ads instead of depending on your personal acquaintance and observation. The cost is moderate—almost ridiculously so when you consider that Confectioners Journal has a distribution of 6,000 copies a month.

It is easy to open the gate to opportunity. Write the advertisement and mail it to Confectioners Journal, Classified Department, 411 Walnut Street, Philadelphia, Pa.

Read the classified advertisements on pages 140 to 143 inclusive in this issue

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Comments of Tokorimo Shan

Hon. Editor
Confectionate Jurnal

CONFERENCE on limertashum of army ments have adjourn with great clamor and all report havin a good time, and said it was the finest Lodge meetin they ever attended. Dellergates are all back home now slackin a delayed thirst, and brushin up their battleships and big guns while waitin to hear from Henner Ford, who have announce that he will buy anything once, xcept seat in U. S. Sennate.

The only inharmonus delergate to the conference was Hon Bryand what hail from sunny France, who must have had indygestun or sumpin. He was in favor of lowin the Union States two shot guns and a row boat, and that England should have three unloaded pistols and two ornymental cannon, but that bleedin France should have fleet of snub marines to repel german advance through Switzerland. and an army big enuff to consoom all the French wines at german expense, since she have loose good customer over here. But diplomercy and a kick on the shins pervale and he subside unanimusly. He go back to France and say to politkal frends, "Bon Homme a bas toot sweet, mon cherie, vive la france wasn't asleep. For hours I debate table d' hote and pomme de terre; Le Bon Dieu it was magnifique, and I scare 'em to beat hell." Then they enthoosiastically sing the Mayonnaise and lect him to chamber of deputy sheriffs.

Peace settle almost permanently over whole worl when treaties are finely raterfide. England is at last free from ireland and de valera ain't got any job; Union States retains cable rites in Yap and garantees Japan against attack by Hire Em Johnson; France gets promise of german indemnity as soon as they can print the money, and China reseeve internashnul laundry privileges at union rates. And what do Union States get? Union States gets graterfide feelin that she have brot permanent peece to the world and grate prosperity to Washton hotel keepers. We also get excloosive concesshun of permanent right to sell ice skates in sa hara desert.

I hear there are delergashuns in this country a tryin to get some one to be a king in Dal Mashy and that some worthy a merry can has chance at the job. Lot of kings are out of posishun now, but the ad says in this case that experiunce is not needed, just a lovin disposishun and a good bank roll. It was offer i unnerstand to Hon. Mr. Bony Part of Baltermore but he decline with shivers sayin that a great uncle of his once have a simlar job and they chucked him on the rocks at Saint Helena and he was never the same afterwards. This seem to be grate oppertoonity for Hon. Willum Jenny Brine of Miami, Omaha and Texas. He ambishusly run for offis noomers time but was disappoint. Long time go i rememmer Hon. Willum Jenny sayin, "You shall not press this crown of thorns this cross of gold pon brow of republic," but they did, and perdicted disaster fail to come. He has now groan older, wiser, fatter and balder and mebbe hasn't such a antiperthy to crowns and might get the job. Annyway if he take job it will be one that he won't have to run for, altho he might have to after he gets it. They would have got the last encumbrance only he could run purty fast, and swim under water to warship in harber.

Are it not horble the discovery of scandle in all the colleges bout how dishonrable stoodents who are sposed to be humped over desks studyin internashual law and the multleplecashun table are reely away in some other town a playin feet ball for which they reseeve money in largish chunks? This are the saddest blow that college edjercashun have reseeve. What fondish father would send son to instertooshin where he are in danger of bein offered seven thousand dollers a seeson to play feet ball evver saturday. I have allus unnerstood that colleges was for instruction of students in varrus activities what would get them a livin as lawyers, dockters and engyneers, but now I am inform that course is in applied feet ball and that bookish studies are mere side line when the teem don't need them.

This must be a fack as i am tole that the feet ball coach reseeve 15,000$ a year and noomers menshun in noosepapers, while the presdent get 3,000$ and a donashun party twice a year. I was a speekin to a frend bout this here terrible scandle and he throw up both hands and scream with anger, "There goes an other federal judge or cabinet member to clean up the colleges."

It are said that one feller went to go to collich and when he was examined the perfesser said to his colleegs, "This bird thinks Aristotle is the name of a patent medicine and that Babe Ruth discovered America. He is absolutely nude from his collar button up. His ears is only useful to keep his hat from slippin over his eyes, but the coach says we need a half-back, and look at them shoulders."

It simply are imposserble to plese all the pepul in this world. Now verry promment frend of mine who keep close eye on doins in Washton he come frothingly to me after arms confrence was over and he say forlornly, "We are betrade. Cunning polertishuns with silkish voices have again put sumpin over on this grate and almost free peepul."

"What are your thoughts referrin to if anything?" I calmly jibe.

"Lookit what they done after all them promerses. Did they not interduce reserlutions that hearafter

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and forevermore all atrossities would be abolished?"

"That was tenner of resserlushun," I advercate with convincing dubiosity.

"And then look what they done. They ad journ completely and not say thing about Hollywood."

Are he not ree dickulous?

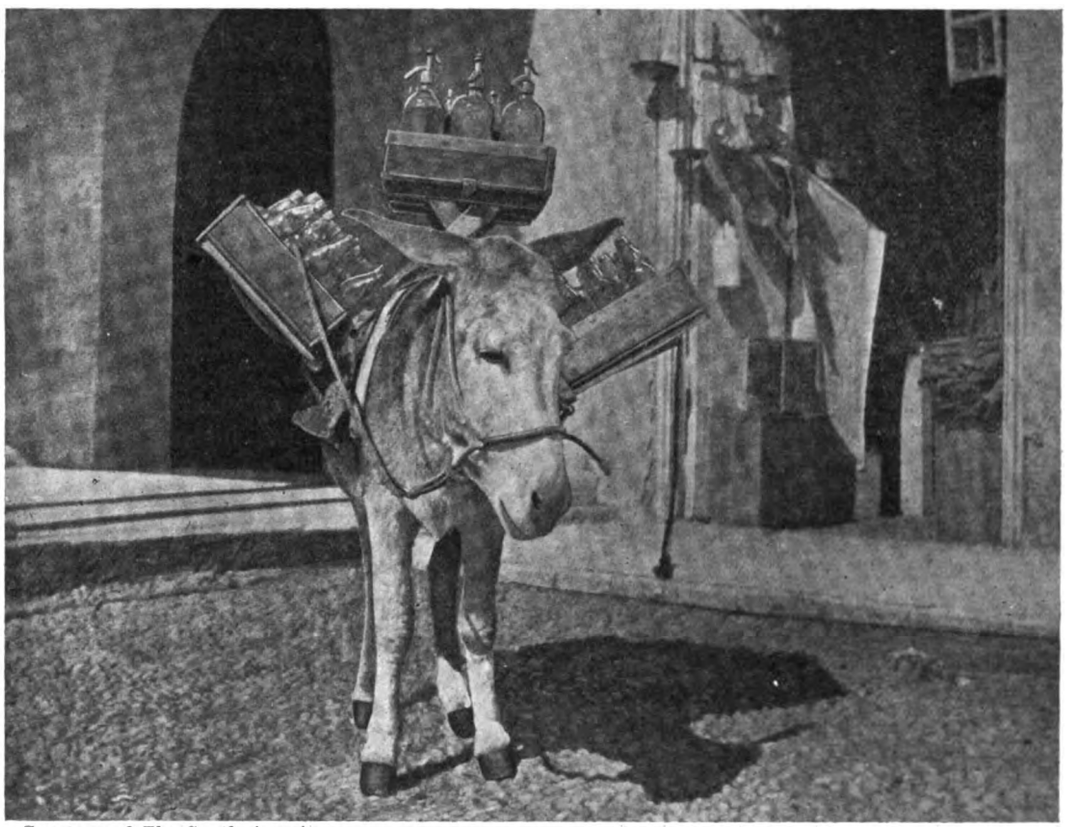
Hopin you are the same
Tokorimo Shan

P. S. Hon. Boss Har Ding who are expert in rithmetic say to Congers, "I expeck you to pay soldiers bonus, redooce taxes and show a net proffit for govment at next fishcal report." How it are to be done? Who knows? Congersmen don't. They might get up a limmerick contest in the congreshnul reckord like noosepapers do. Here is conterbution:

Honnerbul Brennan says, "Say it with Beer."
But Volstead says "Not while I'm here,
Dry, dry again
You ex-service men,"
And Mellon says, "No money here."

though too sweet to have the enmity of anybody else, has to contend with that of the fly, and the little fellow is most persistent in it. He makes the most of his summer campaign, and the confectioner is probably as much pleased as the bald head when it is over. Nothing can be more out of place in a confectioner's store—or in any other, for that matter, where edibles are sold—than a sprinkled display of fly specks. The fly is noted for his sweet tooth, and, therefore, the confectioner has to be double on his guard. But he has his remedy—the fly fan. By abundant use of these he not only secures a cool temperature for his store, but keeps the annoying pests at a respectful distance, driving them his store to less particular quarters.

CHOLLY—"I was so frightened that my tongue *clove* to the roof of my mouth." Bertie—"My dear old boy, I can smell that *clove* now."



Courtesy of *The South American.*

A SODA WATER FOUNTAIN IN ONE OF THE SMALL ANDEAN CITIES OF PERU.

"High up the Andes the sturdy little donkey provides the only adequate means of transportation, whether it be carrying corn or playing joy dispenser. Shopkeepers find it quite agreeable to have their drinks mixed outside their door and then be able to drink at their leisure inside their own shop. The Indian market-women, who sit in the hot sun of the plaza all day beside their wares, gladly exchange some of their meagre earnings for the cooling drinks that this donkey brings them."

The Fly and the Fly Fan

FOR what purpose was the fly created? Curious people have worried their brains for a long time over this question, and have as yet reached no satisfactory solution. Owners of bald heads think they have solved the question, but probably they are prejudiced. It seems very certain that the fly does not confine his hostile operations entirely to the field of the bald head. The retail confectioner, al-

Wasted Talk

CALLING a man a liar is the last word in wasted talk. If he is a liar he already knows it and you are springing old stuff on him. If he isn't one, you are and he has found it out.—*Farm Life.*

DON'T think you can charge a little more than other merchants charge for similar goods and not get the reputation of running a high priced store.

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THE JOBBER

RETAILERS ARE MEMBERS OF THE JOBBERS BUSINESS FAMILY

A CANDY jobber who was doing a very successful business when his competitors were making wry faces, because of the lack of orders and the smallness of orders that came in, became reminiscent during a friendly conversation and gave one idea—which was probably one of many—that accounted for his success.

"In one of my weekly talks to my salesmen," said he, "I instructed them to work heart and soul for the interests of their customers, rather than for my interests. All I ask of you," I said, "is to sell a reasonable quantity of goods at the prices given, which prices must not be cut. This part will really take but a small portion of your time, energy and skill. Having accomplished that I want you to feel that you are the employee of our customers, and I want you to put your heart and your energy in advancing their interests. For remember that the modern view of a business is that it is a family, wherein all join their forces in promoting its welfare. Until recently the business family was supposed to be limited to the number of people employed in the one particular establishment, but the business family now embraces the customers of that business. Thus, every one of our retail customers is a member of our business family. They are our distributors. They take our goods and distribute them to the consumers. It was formerly the custom for salesmen to practically ignore their interests, to push on them the goods which yielded the jobbing house the largest profit, to load them up with the largest quantity they could be induced to order, to exact the highest prices which could be obtained, and then walk out leaving them to wrestle with the problem of selling a large quantity of undesirable goods at maximum prices. But now that we have adopted the retailers as a member of our distributive family, it is our duty to work for him to the limit, and that is what I want you salesmen to do. If he leaves any selection to you I want you to select goods to his best interest rather than mine. If he is buying the wrong kinds of goods, or making any mistake in his buying, you will influence him to select wisely. If his displays, or arrangements, or business methods can be improved you will diplomatically suggest the desired improvement. In every way you will work for his business advancement, well knowing that his business growth and prosperity mean larger orders for you and more satisfactory settlements of his accounts.

"This policy, in addition to our other modern business methods, has resulted in many customers bestowing their confidence on our salesmen. They realize that the salesmen do not merely sell them goods, but are watchful of their interest in every possible way, and it is just as natural for them to reciprocate in placing their orders as it is for a friend to reciprocate to another in return for courtesies received."

DISAPPROVE OF DOUBLE PURPOSE CANDY

THE American Public Health Association had a splendid and convincing exhibit of their usefulness recently at their fiftieth annual convention in New York. This "exhibit" consisted of their founder and first president, Dr. Stephen Smith, who is ninety-nine years young, hale and hearty, giving promise of years of further usefulness. He was present at the first session of the meeting and made an address of welcome to the delegates who came from all parts of the United States. At one of the sessions an attack was made upon the penny candies, made to answer the double purpose of a plaything and an edible. It was claimed that owing to this feature and their durable character the children ran a serious danger of contamination.

The health authorities and the pure food agencies call attention to the matter from time to time in a non-aggressive manner. From the standpoint of the children's health they have a strong case. Reason, science and child-welfare are on their side, while business considerations are on the other, urging manufacturers to produce effects which will contain the strongest appeal to the children. Is it possible that American ingenuity can produce something which will contain as strong an appeal to childish minds without being prejudicial to the health?

SHOULD THE STYLES AND VARIETIES OF CANDY BE REDUCED?

"HERE is something which has set me thinking," said a candy jobber to the writer and he pointed to a circular issued by the Chamber of Commerce of the United States. This circular stated that in practically every line of business the process of reducing variety of goods is in vogue, as is also standardizing, agreeing on uniform size packages, the numbers in a package, and things of like nature. Particular stress in many lines, however, is laid on the importance of reducing the number of styles, patterns and varieties, and this reduction and simplification benefits the jobber and retailer, as well as the manufacturer. It also works to the advantage of consumers, because it effects economies all along the line and thus leads to reductions in price.

The circular mentioned many savings through simplification and standardization. Thus, the manufacturer has less capital tied up in raw materials,

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semi-finished stock and finished stock. He reduces the cost of manufacture through larger units of production, longer runs, less frequent changes, higher rates of individual production, more effective stock control, better and simplified inspection, less idle equipment, greater ease in securing raw materials, cheaper handling of stock, reduced clerical overhead, simplified costing system, elimination of waste in experimenting.

The gains to jobbers and retailers are given as—all live numbers, elimination of slow-moving stock, easier to buy small assortments and quicker to sell them, greater concentration of sales on fewer items, decreased capital invested in stock, less storage space required, less stock depreciation, decreased overhead on handling charges and clerical work, better service through lower prices and quicker and more reliable deliveries.

"I have been hearing a great deal about this matter during the past year or two," continued the candy jobber, "about the great savings it effected in certain lines and the satisfaction which it gave all along the line. There seemed to be a general feeling that a reduction of assortment would lead to a disquieting falling off of sales, but, strange to say, there was no diminution of sales, and in some lines there was an actual increase. Just as every business man was inclined to think that simplication was good for other lines, but not for his own, so candy manufacturers, jobbers and retailers may view it coldly and with disfavor. They may be right in this point of view, but it is worthy of careful consideration at any rate."

SALESMEN'S GATHERINGS CAN BE MADE INTERESTING AND HELPFUL

IT SEEMS to be the order now for the heads of business houses, including candy jobbers, to gather their salesmen together say once a month at the close of the business day, put their feet under the mahogany, which groans with a bountiful assortment of delicious things, and then after the hearts of the salesmen have been warmed by the road to the stomach, the cigars are distributed, and the flood-gates of good companionship are opened and the exchange of ideas becomes the order of the day. All of which is good. It is very good, for it strengthens the bonds of friendship, of good-fellowship, of loyalty to the house. It replenishes enthusiasm which has a tendency to be short-lived unless it is continually renewed, and it implants in each one a high resolve to work harder and accomplish more in the way of practical selling results. These results justify the expenditure of time and money by the proprietor. They return a high percentage on his investment and they should be continued. If they grow stale, if they cease to develop teamwork, enthusiasm, loyalty and efficiency, it is not because the idea lacks merit, but because there is something lacking in the way the affairs are conducted. It may be that there is too much business and not enough sociability, or there may be too much sociability without sufficient nourishing meat of business converse to make the entertainments worth while to hard-working salesmen who always want a goodly proportion of nourishing wheat and bread in connection with the delicious desserts of floating island and angel puffs.

Therefore, if these meetings are inclined to grow stale or unprofitable they should not be thoughtlessly abandoned as impractical. Instead, the program should be modified and the faults eliminated, so they will once more be so entertaining that all will desire to attend, and so helpful that they will justify the time and expense involved.

One of the things which should be particularly sought in the business interchanges is to develop concrete and specific matters, rather than indefinite generalities. Thus, each salesman should bring with him at least one specific example of selling resistance which he has encountered. If by tact, skill and diplomacy he succeeded in overcoming it he should at length, and with luxuriance of detail, state what he did and what he said to effect the sale in spite of the stubborn buying resistance of his customer. If he failed in making the sale then he should just as freely relate the occurrence in detail and await the suggestions of the others as to the most effective method which could have been used. The host should then take the floor, repeat the proposition in the clearest manner so as to more firmly impress it on the minds of all, and give them a little time to reflect upon it, and should then call on one after another to suggest what line of words and actions should be followed in like cases. He would emphasize the fact that he did not want a few unconsidered words and thoughts for this important problem, but should ask them to "dig into" their minds for the best ideas they could give. The discussion of this one problem should be continued until it is exhausted, even though it continued all the evening, and the salesman who stated the occurrence, as well as all the others, would be benefited in practical measure by the ideas which were brought out.

It requires tact and skill on the part of the host to make these gatherings both entertaining and instructive, but he can easily accomplish this if he will put his thought, interest and enthusiasm into the work.

SHOULD THE MIDDLEMAN BE FIRED?

THE editor of *The Nation's Business* states that there has lately been a universal cry against the middleman. He gets the blame for most of the ills of distribution. Since the middleman himself

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pursues his business in silence and does not advertise his usefulness and that he is an economic necessity, the unthinking public becomes strengthened in its opinion that he is a useless cog in the distributive wheel.

L. D. H. Weld, however, in the same paper, tilts his lance and gallops to the rescue of the middleman with arguments of potency and force which carry conviction in their reasoning. He describes the tribulations of a manufacturer who decided to "cut out" the jobbers and market his goods direct to retailers. This manufacturer hired fifty additional salesmen, realizing that even this number would not cover as much territory as his jobbing customers had sold. He expected large traveling expenses, but he was appalled at the unexpectedly large figures. He found he would require more high-priced clerks in the office to route and write to these salesmen. He realized that he would have to anticipate orders by having more goods on hand, for jobbers ordered ahead, giving time to make up stocks, but retailers must have goods immediately after placing orders. This brought more dismay, because he must keep on hand five or six times as many goods as formerly, which meant tying up of thousands of dollars, borrowing money, paying interest and financing. Furthermore his storage space was inadequate and he was obliged to rent a storehouse, which entailed besides the rent a large expense of cartage and additional handling.

He next discovered he could not make deliveries quickly enough from his plant and was obliged to open storehouses in several cities. This meant clerks, stockmen, handlers in each storehouse, with large figures of aggregated expense. Another thing: Jobbers had ordered goods in fairly large quantities, but retailers wanted dozen and half-dozen lots, instead of case lots. This caused him to plan another shipping room for small orders, entailing more workers, more clerks, more boxes, more cartage, more expense. Then came the question of collections. The few jobbers he had sold were strong financially and his losses were slight and collections punctual. The retailers were slow pay, many required incessant dunning, and the losses caused him to walk the floor o'nights.

Did he find a happy reward in the friendliness of retailers? He did not. They grouched. They grouched of a number of things. Some said they did not want to be bothered with so many salesmen. That they preferred to make up a list of the goods they needed and hand to a jobber's salesman to ship them all at once. Others thought that as they were buying direct they should be quoted much lower prices than they had paid their jobbers, not realizing that it was costing the manufacturer more to do the jobbers' work than the profits of the jobber amounted to. Others complained because this way of buying made them receive more single shipments with added expense to them, and still others refused to handle his goods because their competitors in the town were also solicited.

And so the manufacturer called a halt, wrote off a big loss, went back to his jobbers a sadder and wiser man.

The candy jobber can hold high his head, though the clamor against the middleman fills the air, and can rest in the confident assurance that he is a necessity and an economic saving in the distributive functions; that he is a conserver of time and a saver of money both to the retailer and the consumer.

But—and I say it earnestly—the jobber is making a great mistake when he refrains from advertising his usefulness. He owes a duty to himself and his jobbing associates to advertise and tell the manufacturer, the retailer and the consumer that jobbers have good reasons for existence, because they are a saving and not an expense to all concerned.

Physical Intervals and Better Work

INTERVALS of relaxation have been introduced into the offices of many large employers where routine desk work is the main form of work. Ten minutes of calisthenics, morning and afternoon, under competent direction and with music is now found to be a gain rather than a loss of service. It brightens up the brain workers and speeds up the processes of daily business. This practice might well be introduced in factories and it would be a good investment. We are learning a lot, in these days, about the development of efficiency and the right way to keep the human body in good shape to do human work six days in the week. It wouldn't hurt you a bit, Mr. Employer, to get into the physical exercise game yourself. Forget dignity and give your nerves a chance.

In 1926

BUT a little more than four years hence and a great pageant will open in Philadelphia. It will take the form of an international exhibition and will celebrate a century and fifty years of American independence. It will as well mark the fiftieth anniversary of the Centennial Exhibition. The plans in process of completion contemplate the most extensive and beautiful world's fair ever attempted in this country. It will open, probably, upon May 10th of that year and continue through six months. The industrial departments will provide an impressive display of every invention and improvement which has come into use since the year 1876. The display made by the confectionery interests in that summer was comparatively small. It is none too soon to consider if an industry which has become so great and farspread as that of the confectioner might not well be housed in an appropriate building of its own. We suggest that this subject may be discussed and decided upon at the next annual meeting of the N. C. A.

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SODA AND ICE CREAM

JACQUES FONTAINE

SHALL WE MAKE OUR OWN FOUNTAIN FLAVORS?

A QUESTION that has long been open for discussion among soda fountain owners and concerning which there is still some difference of opinion, is this: "Is it advisable to make our own syrups and crushed fruits or to use the prepared flavors at our fountains?"

This problem had its inception a great many years ago when the manufacture of fruit flavors was still in the experimental stage and the industry was comparatively new and undeveloped. The druggist, in those days, practically controlled the soda water business. He was in a different category from the druggist of today—he was a professional man—a pharmacist. It was not then possible to buy drugs and medicines in the form in which they are offered today so the druggist made his own pills and compounded his own tonics and medicines. He was an experienced chemist—a scientist of no mean standing in his community. If we are to credit tradition, however, his position held more of dignity than of profit and possibly to increase his income and because he made many of the extracts and flavors then used in soda water, the druggist became the patron of the soda water industry and it was among the first of the "side lines" which he adopted and one of th first steps toward the development of the present-day drug merchant.

When the idea of using fruits for flavoring soda water instead of extracts and artificial flavors came along the druggist, with his knowledge of chemistry and his confidence in his ability to blend and mix various ingredients into a perfect product, undertook the making of his own syrups and fruits, with what success I cannot say, but of course the manufacture of the commercial lines had not then become as perfect as it is today and possibly the products of the pharmacist did compare favorably with the manufactured goods. In any event the possibility of "making your own" flavors was originated and while it has lost ground with each succeeding year as the commercial lines have been broadened and perfected, we still occasionally find a fountain owner who prides himself on preparing his own flavors.

I will admit that the slogan: "We make all our own syrups and fruit flavors" displayed at a soda fountain has some advertising value and that customers are attracted by such claims as, "Fresh Strawberry Sundae" or "Fresh Peach Sundae." etc., particularly if these delicacies are offered when these fruits are first received in our markets, and while the prices are still too high to make their use common. On the other hand, unless the sodas and sundaes you offer with your home-made syrups and fruits are not really superior and of better flavor than those of the fountain owner who uses some standard commercial brand and advertises the fact extensively, your selling argument entirely loses its force and from the standpoint of appealing to your trade, you have gained nothing.

Now let us consider the quality of the home-made products as compared with those of a reputable manufacturer. The old-time pharmacist had plenty of time on his hands. He offered very few lines aside from his drugs and he wasn't worried much with competition or with advertising and selling problems and turn-over and overhead were terms unknown to him. He was accustomed to following a formula, he was careful and accurate in each and every operation and he made his flavors himself, just as carefully as he filled a prescription, he never left the task to some inexperienced clerk. He listed perhaps a half dozen flavors as against the extensive and elaborate menus of today and as I said before, the standards were not so high nor the requirements so great as now.

The present fountain owner is very unlike the old-fashioned pharmacist. He handles numerous lines—his duties are many and varied and every minute of his time is occupied with important problems of merchandising. If he does advocate home-made syrups and fruits, he leaves the work of preparing them to clerks who are supposed to do it in their spare moments, and as they too are busy and spare time scarce, they hurry through the work, frequently not appreciating the necessity for care and accuracy and although their formulas may be good they never get exactly the same results twice for their materials vary in quality as they buy supplies in the open market, they are careless with weights and measures, batches are cooked at varying degrees of temperature and for different lengths of time and results cannot be uniform.

Have you ever visited the factories where soda water flavors are put up for commercial use? If not, you would be amazed at the extreme care that is taken in every step of manufacture from the selecting and purchasing of the fruits and other

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materials, to the final storage of the products after they are sealed and packed for shipment. Manufacturers maintain elaborately equipped laboratories where experiments are conducted, every lot of goods tested and carefully tried out. Materials are selected not only for their freshness and high quality, but tests are made to determine what particular variety of the different fruits best retains its flavor in the finished products and only these varieties are used. Strictly sanitary conditions are maintained, everything is done scientifically and in a manner to produce uniform, satisfactory results.

The fountain owner, even though he had the knowledge, does not have the facilities for tests and experiments. He cannot, or at least he does not, so carefully gauge the cooking of his fruits, and the usual trouble is that they are overcooked and much of the fresh fruit flavor changed or lost. Most fountain owners cook their fruits by the old-fashioned open kettle method. Now, if you will investigate the plan now followed by the average housewife in putting up her fruits, you will find that she cooks them in the jars to retain, unchanged, the delicate fruit flavor, knowing from experience that the other method makes a much inferior product.

As to economy, I believe that the prepared fruits and syrups cost no more than home-made ones. The manufacturer keeps in close touch with market conditions and is able to buy at lowest prices and in very large quantities. The prepared flavors are more highly concentrated and because they are more uniform and generally of better flavor they go farther and make better sodas and sundaes—consequently they are really worth more to the retailer. In these days of high wages time is an item worth considering and certainly a man can be of more value back of the fountain than in the cellar making syrups. There is more or less waste in making these goods—an occasional burned batch has to be thrown away and the matter of spoilage in the home-made goods cuts down any saving as against the prepared flavors, and this is bound to occur, as it is not possible for the ordinary fountain owner to take the precautions necessary to entirely prevent fermentation.

Of course my calculations take into account only the high class manufacturers who put out quality products and if you will select the standard lines you cannot hope to equal them in quality, uniformity or price. You will find very little variation in the price of the many brands of syrups and fruits that are offered to you but there is considerable difference in the quality of these products so in choosing the goods you will use for 1922, be sure that you select the line best suited to your needs then use it exclusively, following very carefully the directions on the label for diluting and serving the various flavors and if previously you have been spending your time or using the time of your clerks making syrups and fruits, you will at once see the advantage of adopting the prepared syrups and fruits and will agree that they cost no more considering their better quality, their greater uniformity and the saving they bring you in time and effort. The success of your soda fountain business depends almost entirely on the quality of your sodas and sundaes, and syrups and fruits are a very important item, so you cannot be too particular in selecting these goods. If you will stop to figure you will realize that the purchase of even the most expensive goods adds only a small fraction of a cent to the cost of a glass of soda or a dish of sundae, so the price is not so important a matter after all, particularly if the better goods will give you a bigger volume of business and a greater percentage of profit.

FORMULAS FOR MARCH

THREE RIVERS

Pack a tall slim parfait glass three quarters full of vanilla ice cream. With a long spoon, make three indentations at the sides and fill one cavity with strawberry syrup, one with pineapple syrup and the third with chocolate syrup. Fill the glass with marshmallow beaten very light and finish with a ladle of crushed strawberry.

SPRING BEAUTY

Cut fresh rhubarb into inch pieces and cook slowly until tender. Sweeten to taste and add an equal amount of crushed strawberry. Serve over ice cream and top with a cherry.

ST. PATRICK

Over a disher of pistachio ice cream pour a ladleful of crushed pineapple. Top with marshmallow and a green cherry.

MINT BRACER

Make a tart fruitade with equal quantities of fresh orange and lemon juice. Flavor lightly with mint syrup and serve very cold, adding a ladleful of crushed pineapple to each glass and decorating with a sprig of fresh mint.

FRUIT AND NUT SANDWICH

Cut a thin slice from a brick of vanilla ice cream and place on a sundae plate. Cover with a layer of crushed figs, add a slice of chocolate ice cream, then a layer of walnut sundae and another slice of vanilla ice cream. Pour bittersweet chocolate syrup over the top and finish with a whole nut meat.

CHOW MEIN

Cut in small pieces equal quantities of candied ginger, candied citron and lemon and orange peel. To each quart add one cupful of sultana raisins and moisten to the right consistency to serve, with maple syrup. Put a large tablespoonful of toasted shredded cocoanut in a saucer. On this place a disher of ice cream and cover with the above dressing, served hot from fudge warmer.

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Water Ices

FOR making rich and fine grained water ice the same rules as for ice cream should be followed, that means use only the best sugar, selected fruits and berries and avoid freezing too fast, for as we have stated before, if the freezing is done too rapidly the water ice will have a coarse grain, tiny icicles will form during the ripening process, and the water ice is not fit to be served to people of refined taste. Some ice cream makers simply mix the sugar with the fruit and water, but we recommend cooking the sugar and water to clear syrup, remove the scum, and strain the hot syrup through a fine muslin cloth or through a fine sieve; and set to cool. Opinions greatly differ on this point. Some say that the water ice will have a finer taste when the ingredients are simply mixed to a certain degree, while others again affirm that water ice will be smoother and richer when the sugar is first cooked to a syrup. Where large quantities of water ice are made a good stock of syrup should always be on hand so that the ice can be made at the shortest notice. The syrup has to be kept in a cool place, however, to prevent it from fermenting. Fruits and berries are mashed or ground, the syrup is then added and water enough to bring it to the proper degree. The average strength for fruit ice is calculated to be 22 degrees by the saccharometer or syrup gauge, so as to secure entire uniformity of quality, a very important matter to all who would maintain an unvarying high standard of excellence in all their productions. We say the average strength for fruit ice is 22 degrees, but there are fruits which have little acid and therefore require a weaker syrup.

In the following list we give the degrees which have been found best suited for the fruits named: orange 20, lemon 21, pineapple 22, strawberry 19, raspberry 18, peach 19, apricot 22, plum 19, cherry 20, apple 18, currant 22, grape 20, frozen fruits 20. For small concerns, which are bound to keep water ice alongside of ice cream, the following method will be convenient: Cook sugar and water in a farina boiler to a clear syrup, the scum removed and the hot syrup strained through a fine muslin and set to cool. Pour it into the freezer, add the prepared fruit juice and other materials, if any, and mix well; then gauge it to the proper degree and freeze. Some ice cream makers add 1 raw white of egg to 2 quarts liquid, which will give a smoother ice, but the egg can be replaced by 1 pound corn syrup to 3 quarts water, or else 1 ounce best gelatin dissolved in a little water.

Water ice requires a little more time to freeze than ice cream. We give the following different ingredients for a large variety of water ices:

Three quarts water 4 pounds sugar, 1 quart orange juice, juice of 2 lemons, a little liquid carmine. About 1½ dozens large oranges are required. Choose first of all Florida oranges. Select those having a thin, smooth, dark yellowish-red skin, heavy and solid, and you will have abundant juice of the highest flavor. The rough-skinned ones are spongy and dry. Roll the oranges well on the table, rub one-third briskly with 2 handfuls of granulated sugar until it has absorbed all the oily flavor of the peel, this sugar is part of what is named in the recipe. Pare all the oranges and scrape off all of the inner white rind down to the pulp. Cut them in half, pick out the seeds, squeeze out the juice, strain and it is ready for use. This seems a needless labor, but the trouble is well repaid. The seeds are quite bitter and if any are crushed in the squeezer, or if they remain for a short time in the expressed juice, they quickly impart a bitter flavor to it. So of the rind; if the fruit is squeezed without paring, too much of the oily flavor of the zest or outer rind, and some of the bitter taste of the inner skin is given to the juice, and a neglect in this direction is often the cause of complaints. Even expert ice cream makers have often studied why their lemon or orange water ice had a peculiar bitter taste. It has been due to either ignorance or trying to save time during rush hours.

LEMON

Three quarts water, 4 pounds sugar, 1 pint lemon juice. One dozen large lemons and 3 oranges are needed. Grate the zest of 4 lemons only.

PINEAPPLE

Three quarts water, 4 pounds sugar, 1½ pints pineapple juice, 1 gill orange juice. Two large pineapples, about 6 oranges and 3 lemons are wanted.

STRAWBERRY

Three quarts water, 4 pounds sugar, 1 quart strawberry juice, juice of 2 lemons. About 3 quarts ripe, selected strawberries are required. Color red.

RASPBERRY

Three quarts water, 4 pounds sugar, 1 quart raspberry juice, juice of 2 lemons. It requires 3 quarts of selected berries. Color red.

CHERRY WATER ICE

Three quarts water, 4 pounds sugar, 1 quart cherry juice. Stone and mash the cherries, bruise about one-eighth of the kernels to a paste with a few drops of water, mix it well with the fruit, let stand for an hour, stirring it occasionally, and strain.

Colonial Candy Co., Chicago, Ill., increased capital from $2500 to $16,000.

Everett Malmgren and C. G. Ford have purchased a confectionery and ice cream business at Burlington, Wis.

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Recipes for Retail Confectioners

CRISP CHOCOLATE TAFFY

Fifteen pounds crystal A sugar
Four pints water
One large teaspoonful cream tartar
Cook to three hundred and thirty-five degrees
One pound plain chocolate
One pound butter

Put fifteen pounds of crystal A sugar into a copper kettle, add four pints of water and one large teaspoonful of cream tartar; set the kettle on the fire and mix well, wash down the sides of the kettle and cook to three hundred and thirty-five degrees then add one pound of butter and one pound of plain unsweetened liquor chocolate. Stir well through the batch and turn out on an oiled slab. Spread out thin with a palette knife and cut in squares with a roller knife. Run a knife under the batch to loosen it from the slab then let cool and break. Pack in tin cans ready for use.

CHOCOLATE CARAMELS

Twelve pounds crystal A sugar
Ten pounds corn syrup
Eight quarts milk
Two quarts cream
One pound butter
Two pounds chocolate
Cook to stiff paste

Put twelve pounds of crystal A sugar into a copper kettle, add ten pounds of corn syrup, one quart of milk; set the kettle on the fire and stir until the batch comes to a boil. Add one pound of butter, and as the batch cooks add gradually seven more quarts of milk and two quarts of rich dairy cream; continue to stir and cook to a stiff paste then add two pounds of plain bitter chocolate, mix well through the batch and turn out on an oiled slab and let cool. Cut into caramels and wrap in wax paper and pack ready for use. While cooking be sure and add the milk and cream in small lots so as to keep the batch boiling. In this way you will avoid curdling the milk and will make a smooth batch.

PECAN CRISP CANDY

Ten pounds crystal A sugar
Three pints water
One teaspoonful cream tartar
Cook to three hundred and forty degrees
Six pounds pecan meats

Put ten pounds of crystal A sugar into a copper kettle, add three pints of water and one teaspoonful of cream tartar; set the kettle on a bright fire and stir until the batch comes to a boil, then wash down the sides of the kettle and place a wooden cover over the kettle and let boil three minutes, then remove the cover and place a thermometer into the batch and cook to three hundred and forty degrees. Remove the kettle from the fire and add six pounds of pecan meats, mix through the batch and turn out on an oiled slab, leave until it cools a little then fold together and pull off small pieces of three ounces each, and leave on a cool slab until cold. Continue to fold together and pull off in flakes until you have used up all the batch in this way, then let cool and pack ready for use.

MOLASSES BUTTERCUPS

Twelve pounds crystal A sugar
One teaspoonful cream tartar
Three pints water
One pint molasses
Cook three hundred and thirty degrees
One teaspoonful oil lemon
Two pounds corn syrup
Two quarts molasses
Half pound butter
Three pounds fine cocoanut
Cook to soft ball

Put twelve pounds crystal A sugar into a copper pan, add one teaspoonful of cream tartar and three pints of water; set the pan on the fire and cook to three hundred and thirty degrees, then stir in one pint of molasses and continue to cook to three hundred and thirty degrees again, then turn out on oiled slab, leave cool a little, fold together, add one teaspoonful of oil of lemon and pull over the hook until partly pulled, then twist the air from the batch and form in a flat batch on a warm table, then place the inside batch on the pulled batch and fold around and pull out and cut on buttercup cutter and place on a cold slab to cool. For the inside batch cook two pounds of corn syrup, two quarts of molasses, one-half pound butter, three pounds fine cocoanut to a soft ball, turn out on a cool slab, which have well dusted with flour. Let cool a little, fold together and place on the pulled batch, have the inside ready at the same time you have the outside batch ready.

CREAM CHERRIES CHOCOLATE COVERED

Ten pounds chocolate coating
One pound corn syrup
Three pounds lozenge sugar
One vanilla bean
Five pounds large French cherries

Put one pound of corn syrup into a pan and warm the pan, add sufficient lozenge sugar to make a cream paste, add the seeds of one vanilla bean, cut five pounds of large French preserved cherries in two, which fill with the cream paste; set on trays. Now melt ten pounds of chocolate coating and turn out on a marble slab, which have slightly warm by placing a small gas stove under it. Leave the chocolate on the warm part of the marble and scrape one pound of the chocolate to the cooler part and spread around until just cool, then cover the cherries in the chocolate and drop on glaze paper. Set in a cool place until hard, then pack ready for use.

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Factory Buildings

THERE are a great many elements that enter into a successful manufactory. But the main factor that operates for the success is the layout and practical design of the buildings which are used. Upon this will depend a great deal more than the ordinary conceived idea, for it is possible to conceive that the layout will concern the organization as regards the jurisdiction of the foremen and other officials or semi-officials.

The health, welfare and happiness of the employees may be directly affected by the ventilation and sanitary conditions prevailing. The capacity for turning out work, and hence the earning power of the employee is also greatly affected, because of the fact that in a well-designed building with well-arranged equipment, one man may produce two or three times as much work with less physical labor, and hence enable the concern to pay him a higher rate for his work and still not be a burden, whereas had conditions been otherwise, two or three men would have been required to do the same work with great personal fatigue, and on account of numbers, the wage per man would have been much less without being a burden of high cost to the employer.

One of the most important features to be considered in the design of a candy factory is ventilation. Everyone in this day and time realizes the necessity and great advantage of having ventilation possibilities sufficient for having a certain number of cubic feet of air per minute per employee for the best health and uniform keeping up of the best and highest working standard of said employee.

However, besides this important feature of ventilation in candy factories, there is another which is equally (no, not equally, because nothing is so important as the good health of a human being in any life) of consequence, and that is the ability to keep air circulating, to carry off vast amounts of heat, and as the making of candy consists of heating material and then cooling it off, circulating air performs the second-named function in the process as steam or other heating agents do in the first-named.

The manufacturers do not seem to realize that thermodynamically, the making of candy consists of applying heat up to a certain temperature to a certain given mass of material and then the extraction of this heat from the mass back to its original temperature; i. e., ordinarily, the temperature of the air. A great deal of effort seems to have been put upon apparatus and methods for bringing the candy up to its proper temperature under proper conditions, but little attention has yet been given to the extraction of this heat from the candy in certain ways and by certain methods, and, in my estimation, herein will lie greatest possibilities for future improvement in the process of candy making.

However, I have diverted from my main subject which was to lay stress upon the great function which circulating air plays in carrying off heat from the candy during its making. Poor ventilation retards progress and curtails output not only from the point of view of the less active operative, but also from the physical fact that good circulation would have taken off the heat from the candy and hence facilitated the process of cooling.

In addition to the actual circulation of air in some branches of candy-making, the "conditioning" of air as regards the moisture content is very important, as it is a matter of general knowledge that in the chocolate rooms, the air should be comparatively dry, as air near the dew-point, even though the temperature is low, will cause chocolate to turn grey or to spot.

The conditions which go to make up a sanitary factory are, of course, paramount in every concern, especially in a food-product manufactory. The same arguments for such conditions applicable to other factories apply to candy factories in the highest degree.

Natural light is, of course, desired, and the longest possible window space should be provided and all background such as walls, ceilings, etc., be painted or finished in white or other light colors in order that the reflection and hence general light, will be a maximum.

Of course, the above features are incident to the greatest and most important factor, which is the convenient and economical layout of the physical property. I will venture to say that 90% of the candy factories are put in buildings with no thought other than the fact that some sort of a building or enclosure is necessary for the housing of machinery and men who are setting out to make candy. This is a crude, costly and much to be lamented condition, for it is easy to see that where we have a building we must shape our arrangement to suit the building without any regard to its real adaptability to the use to which it is put.

Instead of this "cart-before-the-horse" method, we should make the natural, most logical and economical design for the arrangement of machinery, kettles, tables, reheaters, slabs, drying rooms, cooling rooms, crystallizing rooms and packing rooms, and forget for the time being that four outside walls were at all necessary and put all our thoughts upon the sequence of operations and the minimizing of the *handling* of the material, raw, in the process of manufacturing, and finished.

All possible information should be brought to bear in the application of efficient labor-saving devices, such as gravity carriers for conveying starch trays to and from the respective machines and belt conveyors for the finished or semi-finished product form one department to another. The location of kettles so that the fluid candy may be piped to the cooling slabs or depositing machines rather than carried in tubs or kettles. These named and a hundred to her features may be introduced if the proper study is put upon the layout of the machinery, and after this layout is finished, a building is designed to suit and conform to the manufacturing requirements as outlined above.—FRANK H. NEELY, M. E.

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ANSWERS TO CORRESPONDENTS

SPECIAL NOTICE

THIS department was established and is continued for the sole purpose of helping our subscribers in overcoming difficulties in manufacturing through suggestions and advice prepared by our technical editor and printed, as a rule, in the next ensuing issue following inquiries. We cannot supply information by letter nor are we prepared to furnish new formulas, a feature for which this department is not conducted.

This explanation is made because we occasionally receive letters from readers asking for complete formulas as well as prompt individual responses, and whom we are obliged to disappoint much as we regret doing so.

JAW BREAKERS

H. C. CO.: Place into a copper pan eight pounds of sugar, ten pounds of corn syrup, little water, set on the fire and stir until sugar is dissolved, wash down the sides of the pan and cook to 285 degrees, add one pound of hard fat of high melting point, such as you will find advertised in the journal for the purpose, but you may omit the fat if you like. Pour the batch on a greased marble, fold in the edges as it cools, flavor lemon, then fold again and again, until cold enough to pull out, and with the candy shears cut into suitable pieces about an inch long; leave on cold marble until entirely cold. In order to keep them in good shape, you may roll them in granulated sugar. To do this, throw the jaw breakers into a clean copper pan, now dip your hands in water, and rub through the candies, in order to just dampen them, then throw a hand full or two of granulated sugar into the pan, and run your hands through the breakers, dump them out on the table and allow them to dry, when they are ready for sale.

SUGAR COATING POP CORN

P. H.: We will give you two recipes to choose from.

Place into a copper pan seven pounds of sugar, four pounds of corn syrup, little water, set on the fire and stir till the sugar is dissolved, wash down the sides of the pan, cook to 300 degrees, now add enough pop corn, and stir till well covered and then separate. Throw out on cold marble and pick apart what clings together.

Another: Place into a copper pan four pounds of brown sugar, three pounds of corn syrup, one quart molasses, half a pound of hard fat. Cook on the fire to 265 degrees, set off, add enough corn and stir till it falls apart.

GUM CANDY

R. & CO.: We do not quite understand what you mean by "Gum Candy!" There are two distinct kinds of gum work. No. 1. gum work is made with Arabian gum, sugar and corn syrup, while another kind, which is called A. B. gum work is made in all grades, and is mostly used for cheap gum drops and clear penny goods. We will, in order to accommodate however, publish two formulas, which we think will answer your wants. and if not, please write again, and explain what you really wish to know about gum candy as you call it; and if possible, send sample of the goods. These goods are made by steam and power, although if you want to go to all the trouble, you may stir and cook on open fire, but it is a three hours hard labor.

No. 1 Gum Batch. Place into a steam jacket kettle with a stirrer attached, seventy-five pounds of sugar, seventy-five pounds of corn syrup, fifteen gallons of water, turn on steam and boil about half an hour, meanwhile dissolve seventeen pounds of thin boiling cooking starch, and add slowly to the boiling batch, start the stirrer at slow speed, and cook slowly about three hours, it should be clear, and when done, should run off a palette knife or spatula in long strings. Flavor and color at will. Now make impressions in starch, either drops or figures, run out the batch and place the trays in a hot drying room for about three days or you may test by breaking a piece in half; when it does not stick to the back of your hand then the goods are dry. All gum goods should be cast in hot starch, in order to prevent it from crusting, therefore the starch trays must be placed in the hot room the night before using them. Now remove the gum goods from the starch, brush off well in a coarse sieve or in the cleaning machine. You may now sugar the drops or whatever article has been run, by placing a quantity into a large basin, sprinkle a little water over them and rub through with your hands, till the pieces are a little sticky, then dump out on granulated sugar on a table and roll until the sugar has covered the pieces entirely. With a coarse scoop-sieve sift off the surplus sugar and put the gums on trays until dry. They may then be sold as they are or be crystallized as follows: Place into a steam kettle as much or a little more sugar as you have gums, add about fourteen

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quarts of water to one hundred pounds of crystal A sugar, stir until sugar is dissolved and when the sugar starts to boil, chill it off with about one pint of water, remove the scum with a skimmer. Now test the sugar with the saccharometer or syrup gauge; it should after boiling about ten minutes show thirty-five degrees and a half. When not high enough continue boiling a little longer, and when more than the degrees mentioned, add a little more water. When the syrup is cooked to the proper degree, let rest for about one hour, more or less, according to the quantity of sugar. You may leave it in the kettle in which it was boiled, or else draw it off into a tank. Everything that has been used in the way of tools must be scrupulously clean, or else the syrup will grain and spoil the goods. While or before the syrup is cooling, sift off the gums and half fill some crystallizing pans, which then pile up near the pan containing the crystal syrup and with a large dipper pour some of the hot syrup slowly over the gums till they are well covered with the syrup and place the pans in a warm room, but not in a hot room. After two hours open the door of the room in order to check the heat and carefully drain off the syrup by raising the pans up half way, and when drained a few minutes, stand the pans crossways up, to facilitate the draining. When the gums are partly dry, have a coarse sieve, knock out one pan at a time into the sieve and sift off the sugar scales, which have formed on top of the pan. Put the gums into clean trays to dry. They are then ready to park. When dipping out the syrup, the dipper should hold enough syrup to cover the goods at once, as much handling and stirring will spoil the crystal. Hold a small pan under the dipper, so that no syrup will run back into the pan. The crystallizing is very important and very tedious as you could learn from our description of handling the syrup. Before using the crystal pans again, they must be washed and dried or scraped out.

No. 2 Gum. Fifteen gallons of water, one hundred and twenty-five pounds of corn syrup, no sugar, are boiled as described in No. 1; sixteen pounds of starch, dissolved in six gallons of water. Finished like No. 1. Another is one hundred pounds of corn syrup, twenty-five pounds of sugar, sixteen pounds of starch dissolved in six gallons of water. The work is the same in all the batches. Now when you intend to make figures of any description, such as clear penny goods, they should be dried well, freed from starch, spread on large screens and glazed first on one side and turned over and glazed on the other side, with a glaze, which you will find advertised in the Journal.

GRAIN SUGAR WORK FOR EASTER GOODS

F. A. V.: First of all examine your plaster of paris molds, and those which are not in perfect condition, throw away, as they will make unnecessary waste. When using the molds the first time, soak them in lukewarm, but not hot, water for several hours, and always run them through water before running a new lot; and before filling the molds turn them upside down first to drain. This is very important for when the molds are too dry, the figures are very difficult to remove from the molds, and when they are too wet, one will run the risk, that the figures will not get perfect and will often have holes on one or the other side, or else the syrup will not fill out thin parts, especially the ears of rabbits, etc. The molds may be closed and tied with strings but heavy rubber bands are best. We will now explain in details the cooking of the sugar and other matters, which are necessary for success. When you have help and molds enough and you intend to make these goods in large quantity, you can dissolve fifty or seventy-five pounds of best white A sugar with about six quarts of water to a fifty pound batch. Stir the sugar on the fire until dissolved, wash down the sides of the pan, and when it starts to boil, chill off with a cupful of cold water, remove the scum, and place the pan on an empty sugar barrel, near the stove and working table. Take the molds from the water, and after drained a few minutes, close them and stand them up. Dip out about ten or twelve pounds of the syrup if possible into a pan with a spout and cook to 240 or 242 degrees, just according to your gauge, which often vary a little from each other, remove from the fire and allow to stand until bubbling ceases, then with a flat spatula grain the sugar on the side of the pan, and slowly stir this through the syrup till the syrup has a milky appearance, then pour into your molds, always fill small molds first, now watch closely, and when a thin crust has formed on top, with a thick wire or a thin piece of wood break the crust, and empty the syrup into a clean pan, and stand the molds with one side on an iron bar, in order to allow the air to come in from underneath. This operation should be performed systematically so as to have the piece as thin and light as possible. When the sugar in the mold has cooled, carefully open one mold and see if the sugar has set firm enough to handle the figures nicely. Large eggs and figures quickly run into cold water and place them on clean trays, they will then have some gloss. By working as described, you can work all day long without interruption, all you have to do is to change the water, whenever it gets a little sticky About two or three times a day is sufficient. When a mold is made in three or four parts, the figures will show the mark where the different parts join together, these have to be trimmed with a sharp knife. Rabbits, Hens, Ducks, etc., are

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then decorated to suit one's taste, and they are then ready for sale.

FONDANT FOR EASTER EGGS

F. C. W.: You failed to mention whether you are making your eggs in plaster of paris molds, or if you run them in starch. The cream for water molds must be a little dryer, or else the eggs would be difficult to remove from the mold. For plaster molds make the cream as follows: According to the size of your marble or cooling slab, place into a large copper pan, one hundred pounds of white A. sugar, add ten to eleven quarts of water, about five pounds of corn syrup, set the pan on a strong fire, and stir till the sugar is dissolved, wash down the sides of the pan, remove the scum and cook to 236 degrees, add twenty pounds of corn syrup, stir it up a little and cook to 240 degrees, pour on a clean wet marble, sprinkle about half a pint of water over the top, and let cool. With two steel spatulas, two persons have to turn the sugar, each person working the sugar towards the middle of the marble, till the sugar finally set into a firm mass; scrape off the spatulas as well as the slab, knead the scraps a little with your hands and stick this under the batch. Cover the batch with a clean, heavy bag for about thirty-five minutes, then mash the cream with your hands into a smooth mass, and the cream is ready for use.

Cream for starch work is made by using thirty pounds of corn syrup to one hundred pounds of sugar; and when the cream is melted and ready to run, add about four or five pounds of corn syrup. The sugar is cooked to 240 degrees. By adding this last corn syrup, the egg halves will easier stick together, than by using dry cream.

ABOUT HARD CANDY

T. C. CO.: Hard candy either hand or machine work, when made in large quantity should be cooked in vacuum pan if possible, this will turn out much dryer candy, than cooked on open fire, and besides this fact, it is acknowledged by all up-to-date hard candy makers, that a greater percentage of corn syrup can be used and the sugar can be cooked a few degrees lower; while solid goods such as fruit drops, etc., need an average of 330 degrees. All candy be it clear or pulled must be entirely cold before packing, because the little heat inside, when packed too soon, will produce moisture and get the goods sticky. All hard candy should be packed in tin cans or glass jars. Now the atmospheric conditions in your section as well as in your factory have a good bit to do with keeping candy in first-class condition. Filled goods such as butter cups, filled straws, nut puffs, etc., should be cooked to 325 to 330 degrees, and when cooled enough to handle, partly pull over the hook, twist the air from the batch. It is not advisable to pull the batch too much for filled goods, first it will not be as glossy, as it should be, and it will also get too porous. Keep all hard goods in dry, cool place. In a damp or foggy climate it is almost impossible to make hard candy, which will keep dry.

Market for Confectionery in South America.

THERE is a domestic confectionery manufacturing business in Chile which is healthy and vigorous, says Consul Homer Brett. It is greatly favored by present circumstances and will probably develop more rapidly than it has in the past. Importations of chocolate and candies into Iquique for the last four years have been:

	Gross Kilos.	Pesos of 18 D. at par 36.5 cents.
1917.		
Chocolate	674	1,188
Candies	4,088	7,411
1918.		
Chocolate	8,274	16,324
Candies	10,757	35,202
1919.		
Chocolate	4,578	9,137
Candies	4,503	12,950
1920.		
Chocolate	24,738	66,723
Candies	7,700	22,766

The term candies includes chocolate in the form of bonbons; chocolate means chocolate in bars or cakes and cocoa powder.

Imports of chocolates and bonbons into Iquique rose to unprecedented volume in 1920 when it reached the total value of 89,489 gold pesos equal, at par of exchange, to $32,663. But as this was the total for all kinds of confectionery it is readily seen that judged by American standards the consumption was very small for a city of 40,000 inhabitants then in the highest tide of prosperity. This consumption, however, was larger than for any previous year and much larger than that for any year soon to come is likely to be.

By the law of February 23, 1921, the duty on candies, including chocolate candies, was increased 100% to two pesos gold per kilo on the gross weight of the package; the duty on chocolate in tablet or powder form was also increased and is now one peso gold per gross kilo. The duties are not prohibitive but they are restrictive and highly protective. The decline in the exchange value of the peso bears in the same direction. In 1920 a dollar was worth five pesos but in 1921 it has been worth ten and remains close to that rate. Lastly and most important there exists an extreme depression in the one industry of the district; nearly all the nitrate plants are shut down, many thousands of laborers have been sent back to southern Chile, many families of the well-to-do have gone away and many others

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have had their incomes so reduced that they can afford no luxuries.

But when all this is said it remains that there is still some business. Bonbons and chocolates are on sale and are being sold at prices lower than one would think possible from the status of duties and exchange. Today the dollar is worth 9.31 pesos but one-pound boxes of American chocolates of good quality are being sold for 15 pesos; Swiss chocolates in fancy boxes for 16 and two grades of British products at 12 and 14 pesos respectively. British chocolates in one-pound tins sell at 14 pesos and Italian loose chocolates in fancy tin foil wrappers at 12 to 14 pesos. No German nor Japanese confectionery is on sale here.

American chocolates are preferred to any others and can be sold at slightly higher prices. This preference could be strengthened if a system of making small and frequent shipments could be inaugurated. The climate of Chile is not tropical even in the northern districts but all candies coming to Chile must pass through the tropics and must be protected against becoming wormy or stale. Wrapping in tin foil is the usual procedure. British chocolates wrapped in tin foil and packed in sealed tins are staple as they have been put up in the same form for many years and can be depended upon to be fresh.

The fact that duties are levied upon gross weights suggests that packing should be light. There are limits to this, however, for all cargo is handled through lighters and not too gently and broaching and pilfering are rife. The writer believes that a fiber case might be designed that would be superior to the present system. Every case should be stamped with the gross weight in kilos.

The trade in fine package candies is only a small part of the total shown above for confectionery which includes hard candies, marshmallows, Turkish pastes, toffees and sweets of every sort except jams, jellies and biscuits. The origin of shipments is not given for separate ports but the imports into all Chile show that 364,433 gold pesos worth of candies were imported of which 133,684 pesos worth came from the United States, 116,297 pesos worth from Great Britain, 30,502 from Argentina, 24,905 from Italy, 38,593 from France and 8,710 from Switzerland. It is probable that much Swiss confectionery came in credited to other countries as it is found on sale everywhere.

The trade in hard candies, gum drops, etc., can best be conducted through wholesale dealers and importers but that in fine package candies is essentially a retail business in which manufacturers should strive to establish direct relations with the retailer. There is no necessity for extending credits though "documents against payment of draft" might be a strong inducement to buy. A local agent to whom consolidated shipments for various dealers might be made with frequency would be very desirable.

List of Dealers in Fancy Package Candies, Iquique, Chile:

Tomas Capella, Fancy grocery, tea room and candy factory ..... W. T. D.
Gregorina y Bustillos, Fancy grocery.
Francisco Cerisola, Fancy grocery and Ice Cream parlor.
E. Brenner, Men's and Women's Furnishings and fancy goods.

Wholesale Grocers Dealing in Candies

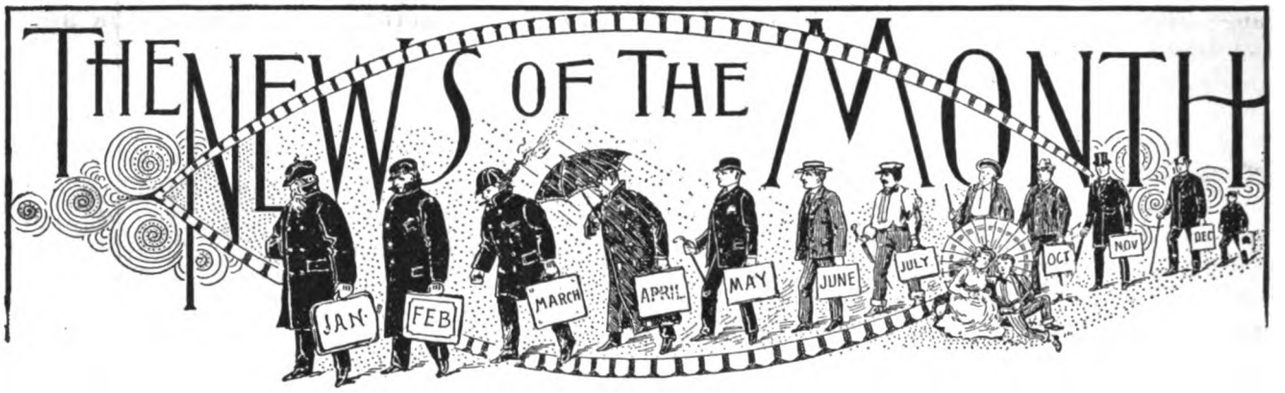
Bruna Sampaio & Co., Capital £700,000 W. T. D.
Manuel Chinchilla & Co., Cap. 2,000,000 pesos ..... W. T. D.
Man Vo Ton & Co., Chinese firm. Cap. 760,000 Ch. Cy. ..... W. T. D.
Wing Chong Tay & Co., Chinese firm, Cap. 500,000 Ch. Cy. ..... W. T. D.
Atlagich Hermanos, Yugoslav, Cap. 500,000 Ch. Cy. ..... W. T. D.
Genaro Gallo, Spanish, Cap. 200,000 Ch. Cy. ..... W. T. D.
Parker Hermanos, Chilean, Cap. 200,000 Ch. Cy. ..... W. T. D.
Geronimo Costa, Italian, Cap. 1,000,000 Ch. Cy. ..... W. T. D.
Buchanan, Jones & Company, British, Ch. Cy. ..... W. T. D.
McDonald & Company, British, Agent.

Mr. James Johnson, American commission agent resident in Iquique, desires a good line of confectionery.

Ice Cream Popular Everywhere

FIGURES, compiled by the National Association of Ice Cream Manufacturers seem to indicate that the consumption of ice cream in the United States has increased, within the past year, by 100,000,000 gallons. Several reasons are advanced for the really remarkable added output of this healthful form of food, and it *is* a food, in the full sense of the term. The real reason is, probably, that it is better than formerly and thus recommends itself to more people. The reason why it is better may be attributed to the trade education spread abroad by a strong and progressive national association which aims to standardize its manufacture everywhere in the interest of good health. The old question, is ice cream a food? has been decided long ago. Doctors, no longer doubtful of its effect upon the sick, now advise its use freely, even in hospitals. It is probable that, to some extent, the prohibition of liquors and consequent closing of saloons has turned many to the larger use of ice cream, but the big sufficient reason is that everybody likes it, healthful and refreshing as it is. The present national sale, as estimated, will grow larger as the years roll along. Ice cream surely has a most promising future.

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THE Southern Tier Confectioners' Association of Binghamton, New York, R. A. Thompson, President; A. A. Bryant, Vice-President; and F. E. Vosbury, Secretary-Treasurer, has affiliated with the National Jobbing Confectioners' Association.

THE Congress Candy Co. of Houston, Texas, has been incorporated with capital stock of $30,000, to continue the business established several years ago under that name. Louis L. Strey is president; L. Schrack, vice president, and Robert J. Collins, secretary and treasurer.

AT the annual meeting of the stockholders of Walter Baker & Co., Limited, held Jan. 25, the following board of directors were re-elected: H. C. Gallagher, Nathaniel H. Stone, William L. Putnam, Ellerton P. Whitney, Rodolph L. Agassiz, Robert F. Herrick, Thomas N. Perkins, W. Cameron Forbes; treasurer, Henry D. Love; clerk, W. D. Thurber. H. C. Gallagher was re-elected president; Nathaniel H. Stone and W. B. Thurber, vice-presidents.

THE Skibo Confectionery Company, New York City, filed articles increasing its capital stock from $20,000 to $60,000.

VIT Candy Co., New York City, incorporated under the laws of that state to manufacture confectionery with capital stock of $20.000. The directors are F. J. Andrews, C. C. Limbarth and E. C. Morsch.

JAMES K. Steliotes, the confectioner of No. 49 Public Square, Wilkes-Barre, Pennsylvania, plans to open another candy kitchen at No. 25 Public Square.

THE Martha-Louise Candy Co., Manitowoc, Wisconsin, which has been conducted as a copartnership by Ed Phillips and sons and J. D. Zabler has been dissolved, Mr. Zabler retiring from business. The business is to be reorganized under the name of the Phillips Candy Co., and will be increased and extended. It is reported that the plans for the new company include a modern factory building. The Company was originally established about two years ago by Mr. Zabler, and the Phillips interests bought into the concern a year ago. Mr. Zabler, retiring member of the firm, has retained the right to the Martha-Louise name and will engage in the candy manufacture business as soon as he can secure a new location.

GEORGE M. O'Neil was recently elected to the presidency of the Tin Decorating Company of Baltimore. Mr. O'Neil's promotion came after two years of service as Sales Manager and Vice-President of the Tindeco organization. Previous to his association with that company, Mr. O'Neil was for several years Secretary and Treasurer of Colliers' and at an earlier date was associated with the publishers of Town and Country.

THE Milwaukee Jobbing Confectioners' Club of Milwaukee, Wisconsin, has affiliated with the National Jobbing Confectioners' Association, with their entire membership.

TWO hundred ice cream manufacturers and salesmen from Kansas opened their sixth annual convention January 26th in the Hotel Baltimore. The organization is known as the Kansas Association of Ice Cream Manufacturers. The first afternoon's program was under the auspices of the salesmen, who call themselves the "Black Cats." J. W. Perry, president of the Commerce Trust Company, addressed the meeting on business and economic conditions. The Black Cats entertained the convention at a supper and dance in the Hotel Baltimore. Frederick Meyer, Kansas City, Kansas, was chosen president; H. M. Chappel, Manhattan, vice-president; D. T. Perkins, Pittsburg, secretary-treasurer.

THE Phillips Candy Company (not incorporated), with paid in capital of $10,000, was organized for business in Fredericksburg, Virginia, February 1st, 1922. It is composed of W. J. Phillips, Hamilton Newhouse, A. B. Young, and Jno. F. Gouldman, Jr., cashier of the Farmers and Mer-

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chants State Bank, and a large stockholder in many leading financial enterprises in this city. The company is located on Main Street.

J. C. WILSON and P. L. Cover of Portland, Oregon, purchased the retail candy business of H. R. Hoefler, Astoria, Oregon.

JOHN M. Miller & Son, Jobbing Confectioners, Philadelphia, Pa., celebrated their sixty-ninth anniversary on February 21st, having been established on that date in 1853. Sure, going some.

BERT Hoadley, of Hoadley's Chocolates Ltd., of Melbourne, Australia, manufacturers of chocolate and general confectionery, will visit the U. S. A. during March, April and May. He will investigate any business proposition which may be profitably handled by his organization, whether directly connected with the Candy trade or otherwise. He will also be interested in the latest labor saving machinery for the manufacture of his Company's products, as well as for the production of packages, boxes, printing, etc., used by them. Appointments may be made by addressing letters to him care Confectioners Journal.

MANUFACTURERS and refiners of sugar, syrups, maltose, glucose, vegetable oils, etc., will be more than casually interested in the new plant now being erected near Marshall, Texas, for the production of Darco. Darco is a new refining, purifying, deodorizing and decolorizing carbon, highly efficient in the refining process in many industries. It is expected that the new plant will be in operation in the early Spring of 1922. The output will be of such proportions that manufacturers will be assured of a steady supply of Darco to adequately take care of their requirements. The Darco Corporation is controlled by the Atlas Powder Company, of Wilmington, Delaware.

WARFIELD Chocolate Co., Chicago, Ill., incorporated to manufacture and deal in chocolate and cocoa by John D. Warfield, Robert S. Warfield, John D. Warfield, Jr., W. S. Warfield III., and W. H. Avery; capital, $300,000.

THE regular meeting of the New England Confectioners' Club was held at Young's Hotel, Boston, Mass., on February 15th, with President N. E. Covel as toastmaster. Among the speakers was Frank G. Allen, President of the State Senate.

BURKHARDT Corporation, Boston, Mass., incorporated under the laws of that state to manufacture and deal in confectionery and beverages, with capital stock of $400,000, by Ferdinand von Scholley of Brookline and Philip Kresser and Madeline M. May of Boston.

Philadelphia Retailers Banquet, Talk and Sing

THE members of The Retail Confectioners' Association, Philadelphia, have a happy custom of getting together socially once a year with their feminine partners, and spending a pleasurable and profitable evening in conversation and music, banqueting and speechifying. Their third annual banquet occurred Thursday evening, February 16th, at the Hotel Majestic and was attended by about two hundred members, wives and guests. The evening was bitterly cold, the coldest of the year, with the mercury down to the zero mark, but this did not prevent a goodly attendance, nor dampen the joyousness of the occasion. An hour was spent in renewing old friendships and in informal conversation, and then the company sat down to a banquet for which this hotel is famous. During the banquet the Wallace Orchestra rendered popular selections, which were interspersed with songs by all, with W. J. Wallace acting as Songmaster. One of the hits of the evening was a booklet of original songs, all built around the subject of candy. They were sung with enthusiastic gusto by all hands, to the tune of popular melodies, and some of them met with such hilarious reception that they were repeated again and again. We reproduce one of the most popular:

THE CANDY TAX

Air: *Hey, Rube*

Alone at his desk sat the candy man,
And a frown o'er his troubled features ran,
For his whole month's profits were nearly spent
When he paid his tax of five per cent.

So to Washington in a rush he went,
To his Senator his card he sent,
And he said, "This tax is very high,
We would like it changed, and I'll tell you why."

The Senator smiled and he said, "Why yes,
We can have it *changed* quite soon, I guess;
Come 'round and see me soon again,
If you don't like five, why we'll make it ten."

Ellwood B. Chapman Manager, Retail Department of S. F. Whitman & Son, felicitously did the honors as Toastmaster, and at the end of the banquet several speakers enlivened the occasion with words of wisdom and wit.

Wm. H. Crown discussed "Your Customer and Mine." C. M. Wessels, "Candy Man and His Associates." E. J. Cattel, Philadelphia's Statistician, spoke on "Everybody's Sweetheart, Candy"; but Mr. Cattel who knows "everything about Philadelphia," also managed to tell the company on the side more about this great, beautiful and wonderful city than any one had realized. Dancing succeeded the "verbal" refreshments until a late hour. The Philadelphia Candy retailers are wise. They realize the

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value of friendship in business, that there is room for all, that all are good fellows and that the fostering of friendship is really helpful to all in a substantial business way and contributes a large addition to the joy of life.

THE Taylor Candy Co., Battle Creek, which will add another story to their Kalamazoo St. building, which will be used for packing and storing and a ladies' rest room.

C. B. KENNEY, confectionery, Deer River, Minn., sold out to Henry Herreid.

J. W. HENDRICKS will open a wholesale and retail confectionery business at 131 East Main Street, Salem, Ohio.

GLENN C. MacMilan will engage in the confectionery business at Falls City, Nebr.

ZLAB Bros., opened a confectionery business at Superior, Nebr.

ADOLPH Anderson & Erick Hoyer opened a confectionery business at Ashland, Wis.

DENNIS Korovilas sold his interest in the Queen confectionery, Neenah, Wis., to George Farmakes, who is now sole owner.

VAL GOLICK sold an interest in his confectionery business at Sheboygan, Wis., to Joe Heck. New name Golick & Heck.

C. F. LEWIS, long identified with the vegetable butter trade is now the Philadelphia representative of the Nucoa Butter Co. of Bayonne, N. J.

W. H. HILL, formerly of the India Refining Co., is now associated with the C. F. Simonin's Sons, Philadelphia, as manager of the hard butter department.

K. & S. Candy Co., of 206 Pavonia Avenue, Jersey City, New Jersey, incorporated to conduct a wholesale confectionery business, by John E. Knoblock and Felix Strzalkowski; capital authorized, $5,000.

CHAVIN Candy Co., 735 W. Van Buren St., Chicago, Ill., incorporated; capital $20,000. Incorporators: Nathan M. Chavin, S. Schmetterer and Arthur J. Shutan.

SUSSMAN Bros., Inc., 416 St. Louis Ave., East St. Louis, Ill.; confectionery, candy, etc., incorporated, capital $50,000. Incorporators: David Sussman, Herman Sussman and Mike Sussman.

ANTHONY Bloniarz bought the confectionery business of Jos. Wotkiewicz, 9 Hoosac St., North Adams, Mass.

E. J. BEATLIR, confectionery, Little Falls, Minn., sold out to Miss Gertrude Lyon and Mrs. Helen Wright.

THE annual meeting of the Midland Club was held at the Morrison Hotel, Chicago, on January 25, 1922. After convening and the appointment of various committees, President E. K. Rice delivered his address. This was followed by the secretary's report and that of the treasurer.

F. M. Dupont, of the Industrial Chemical Institute, Milwaukee, spoke interestingly upon the value of chemical, bacteriological and microscopic analysis in the confectionery trade.

Colonel Avison, of Avison, Goodwin & Associates, discussed cost accounting in an informative way. Other speakers were A. F. L. Schmidt, Carl Behr, Counsel Hickey, V. L. Price and Walter C. Hughes, each one bringing a message heavily loaded with both instructive and constructive ideas. Considerable debate upon matters purely of interest to the club took place, and with a result agreeable to the members.

The new officers chosen are: A. F. L. Schmidt, President; E. C. Plonsky, Vice President; A. R. Scheble, Vice President, and A. H. Newman, Secretary-Treasurer.

A banquet was held in the Rose Room of the hotel and was attended by about one hundred members and guests. It was a delightful affair.

THE Glade Candy Company, Salt Lake City, Utah, incorporated with capital stock of $10,000 by J. N. Glade, W. R. Glade, Harvey H. Glade and Bessie H. Glade.

THE Crescent Candy Company, 96 Island Brook avenue, Bridgeport, Conn., will hereafter be known as H. Dorkin & Son Company, Inc. The company will manufacture the same line of candy specialties as before.

THE New York State Jobbing Association held an important meeting at Syracuse on January 26th, at which time there was a general discussion on trade conditions and plans for association activities for the current year. A drive will be made for a larger membership, and President William F. Sherlock, of Syracuse, personally requests every candy jobber in that territory to meet him and the other officers of the association at the Onondaga Hotel, Syracuse, N. Y., on March 27th. Business of importance to all jobbers will be discussed at that time.

THE Queen City Candy Company, Buffalo, N. Y., will move its jobbing business from Jefferson street to 396 Broadway about April 1st.

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GEORGE NORMAN SMITH, of the New England Confectionery Company, Boston, Mass., who for the past three years has been confined to his home at Hartford, Conn., on account of ill health, has been retired by the company on a liberal pension for life. While he has not entirely recovered, his health is very much improved. Mr. Smith has served his company faithfully for over thirty years, first with Chase & Company, one of the constituent companies of the New England Confectionery Company, and later representing the Necco line, particularly throughout the New England States. Mr. Smith was always regarded by his many customers with the highest esteem and enjoyed their respect and confidence. They will be glad to hear that the company has taken this substantial way of expressing its appreciation of his services.

THE Zanesville Candy Company is the name of a new concern incorporated at Zanesville, Ohio. The incorporators are Nick Saad, David Saad, William Saad, Sig Levor and Joseph Schmidt. The new company will take over the wholesale candy business of the Muskingum Products Company, owned by Saad Brothers, and will be located in the second and third floors of the building in the rear of the Woolworth store, Main street. New machinery for the manufacturing of candy will be installed in the near future.

MERITO Chocolate Company has been incorporated at Wilmington, Delaware, with capital stock of $50,000, by John P. Cann, M. N. Tyson and Henry McKeown.

THE Chocolate Shop, Oklahoma City, Oklahoma, has been incorporated by Tom Barris, Peter Granenos and Louis Lagos, all of that city. The capital of the company will be $15,000.

THE Lewis-Robinson Candy Company, of Birmingham, Alabama, has been incorporated under the laws of that state. The company will engage in the manufacture and sale of candy goods. It starts business with a paid-up capital stock of $2000. Its incorporators are A. L. Lewis, president; W. F. Robinson, secretary-treasurer, and M. S. Lewis, vice-president.

HAUFF Company, New Haven, Conn., incorporated to own and operate confectionery stores; authorized capital stock, $10,000. The incorporators are Frederick A. Hauff, Florence A. Hauff and J. Birney Tuttle.

JOHN Hickey purchased the confectionery business of Gabriel Giovannoni, 405 East Grand avenue, Beloit, Wisconsin.

THE annual meeting of the Stollwerck Chocolate Company was held in Boston on February 15th, 1922, and the following officers were elected for the ensuing year: Joseph A. Boyle, president; Joseph A. Boyle, treasurer; William G. Herx, vice president and assistant treasurer; Joseph H. Bigley, vice president; James F. Chaffee, vice president; Gregory S. Woodford, vice president; J. N. Foster, secretary; and the following board of directors elected: Philip L. Spalding, Herman F. Clarke, Samuel R. Wolcott, Joseph A. Boyle, B. W. Trafford, A. Howard Graves, Herbert F. Hallett.

The Candy of Other Days

BEFORE the general use of sugar, it is evident that the varieties of sweets, as we understand the term, must have been limited; even when sugar became known, its price—according to some authorities, equal to about $7.50 a pound of our money—must have made them the luxury of the wealthy. It is true, however, that there are in use today, though in different combinations, very many of the ancient equivalents for sweets; the various delicacies "au miel et pistache" are only another form of the "honey and nuts or almonds" of which the earliest records tell us. It is also probable that the candied fruits especially in evidence at this time differ only slightly from the melipekta and dulciaria of the Greeks and Romans.

But when sugar came into general use, sweets blossomed forth in a thousand varieties. Indeed, "thousand" is scarcely the word, if we are to take the word of the Spanish confectioner in Beaumont and Fletcher's plays, who declared that he could "teach sugar to slip down your throat in a million ways." Other old dramatists give us here and there allusions to the taste for sweets that came in with the time of Elizabeth.

One of the servants of old Capulet begs his comrade to save him a piece of marchpane. There are not wanting authorities to assure us that the "pretty little tiny kickshaws" that Shallow, justice of the peace, bade to be brought into the arbor, were a recognized description of sweets. In other writers of the times, we meet with constant references to "kissing comfits," and we learn that these were not, as the name might indicate, twisted up in colored paper and called "kisses," such as are still to be found in old-fashioned candy shops in our own country, but that they partook rather of the nature of our aromatic cachous. Even the "sweet potatoes," so affected by Falstaff, were not improbably more or less what we now call crystallized and were eaten much as we eat preserved quinces and apricots.

A packet of sugar was at one time a costly present to make, even to royalty. History tells us of the "comfit-box" that the great Guise missed as he was enticed to his doom.—*Harper's Weekly.*

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EXPORT DEPARTMENT

By Joseph Nathan Kane

DO YOU HELP OR HINDER YOUR AGENTS?

CONFECTIONERS who appoint exclusive representatives for a certain territory and who, nevertheless, sell to other agents in the same territory, even though their exclusive representative receives the commission and is given credit for the sale, are doing inestimable harm to their representative and, incidentally, themselves. Experience has proven this to be the case as many exporters to numerous countries will sadly testify.

A certain confectioner who had an agent in Guatemala was approached by a commission house with many salesmen for their line. In spite of the fact that they already had an exclusive agent in that territory, they gave the commission agent samples, prices, catalogues, etc., with full power to book orders. To simplify matters and to eliminate long names, let us call this house who appointed the agent Mr. Manufacturer; the agent, Mr. Agent, and the representative, Mr. Representative.

Returning to the case under discussion, we find that in spite of the fact that Mr. Representative was originally made the exclusive representative, power to sell had likewise been given to Mr. Agent. Mr. Manufacturer, desirous of securing more customers to their rapidly growing list, was glad to appoint Mr. Agent to solicit sales which Mr. Representative had, most likely, overlooked or to which he couldn't or didn't sell. Mr. Manufacturer from his viewpoint was elated as he reasoned that, as two heads were better than one, in like manner two salesmen were better than one. But this is not always the case, as it is a well known fact that too many cooks spoil the candy, as will now be shown.

Mr. Representative went to Mr. Importer-Jobber saying, "I am Mr. Manufacturer's exclusive representative. I personally attend to their matters in this country and handle their sales exclusively and I will, therefore, see to it that you are protected." With this declaration of principle, coupled with a strong selling argument, Mr. Representative gets a large order.

By this time Mr. Agent has arrived in the representative's territory equipped with a price-list, catalogue, etc., as well as with instructions to round up all the stray orders. He goes from retailer to retailer and finds each a likely customer. They are very keen to buy from him inasmuch as they can buy the merchandise cheaper, the importer's profit being eliminated. As the prices given were for case lots, each retailer bought case quantities when previously they would only buy half that quantity from their jobber-importer.

Mr. Manufacturer upon receipt of this bulk quantity order feels particularly elated. He is convinced that his action was right and that either two salesmen are better than one or that their representative was not getting the most out of the territory of which he was appointed exclusive agent. In some cases manufacturers have even gone so far as to blame their agents for neglect of duty.

No sooner does the representative receive one of these sarcastic letters from home, than it is followed by one even more abusive from his customers. The importer-jobber says, "How do you expect me to sell when you have gone ahead deliberately and booked orders from my customers? To whom am I going to sell the stock I have on hand? My customers won't buy it from me because they have bought it direct from you, and even if they do, you have sold it to them at the same price you sell it to me. Where does my profit come in? Everyone has taken advantage of this and have stocked their shelves. Some have even gone so far as to accuse me of profiteering and have canceled orders for other merchandise which they have bought from me, claiming that they will do the importing direct! Where does your protection come in?" The poor representative is so dumfounded that he cannot speak. He cannot say that an agent sold the confectionery to the retailers because it would contradict his statement that he was the exclusive agent in that country and was the only one authorized to make sales.

The buyer will continue, "You told me that you were the exclusive representative of your candy concern. This I have found out to be untrue. Inasmuch as you claim that you are the exclusive representative of biscuit firms, novelty concerns, I also doubt your statement. A man that would lie to sell one article would not hesitate to do so to sell another. You may cancel all my orders."

Thus condemned, Mr. Representative leaves the office, his faith broken in his house and the buyer's faith broken in him. This, however, is not the end to the story. It is but one angle of it only.

The retailers who bought their candy from Mr. Jobber for $1.25 a carton now find that by importing same direct it costs them but $1.00 a carton, the

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difference being the importer-jobber's profit. As they could buy it at a cheaper price they reduce their prices, little by little, each one underselling and undercutting another until the candy is selling at all sorts of prices.

But the trade did not drift from importer-jobber to retailer naturally. There were many hitches. Retailers, realizing that they could establish the fact that they were cheaper than other retailers, kept cutting down on the item, even going so far as to sell same without profit merely to establish the fact in the minds of the people that they were cheapest. Other retailers, anxious to keep selling this article, did likewise and figured on the smallest margin of profits. To save expenses they did not insure the goods, trusting to luck for its safe arrival. Others unscrupulously inclined went so far as to undervalue it, thereby paying a lessened duty. The retailers did not figure as the importer, that on every shipment there is a loss, no matter how wonderfully packed the merchandise was. Small losses did not mean a lessened profit to them as it did to the importer-jobber, but an actual loss!

The market was in such an unsettled condition that legitimate retailers who worked on a cost-plus basis were forced to throw this confectionery account from their shelves. As a result the real trade decreased, falling into the hands of the tricksters.

There is still more to say with regard to this. Mr. Manufacturer shortly discovered that instead of doing business with the importers who paid their bills promptly, he was doing business with minor accounts who did not have the money to pay promptly for their purchases and who refused payment for the entire shipment because of a minor defect. In case a pail or case was lost they would withhold payment of the entire order, awaiting its delivery in spite of the fact that the delivery was f. o. b. New York. In case there was a loss due to the case being placed near a boiler, or to rain, or sea water damage, they held the company responsible. These were the kind of accounts the New York confectioner had to do business with in place of A1 importers.

The importer, unable to dispose of his confectionery stock inasmuch as the retailers would not buy it from him, being forced to hastily realize money on same or else accept it all as a dead loss because of climatic conditions, sold his stock at reduced prices, even below cost, to peddlers and merchants who, not paying any rent, could sell cheaper than the cheapest merchant. The market as a result became glutted with the products of this manufacturer. His name which was established due to his representative as that of a quality confectioner became in less time than can be told that of a nondescript only seeking the almighty dollar.

Endeavoring to place their confections back on the footing from which they fell, the confectionery manufacturer wrote his agent, requesting him to spare no expense in putting his candy back on a firm basis.

Again this was more easily said than done. Endeavoring to place this candy back on the market the representative was confronted with his past record. "As long as you did that trick to me once there is every likelihood that it will happen again in the near future," was told to him. "People have lost confidence in your candy and there is no possible way to reassure them," was likewise told him.

Because the manufacturer, without consulting his representative, appointed an agent in order to round up the left-over orders, he lost his entire trade. His representative incurred the wrath of the jobbers and the jobbers that of their customers.

Fortunately, this incident happened quite some time ago and now the manufacturer is making rapid amends. This is merely the case of one manufacturer. It is not typical of all, fortunately.

Export is practically no different than domestic business in many ways. Common sense is needed in both. One would not think of having ten salesmen in a state selling wholesaler, jobber and retailer, all at the same price, or allowing the ten men to work anywhere or everywhere they felt like, without system or due regard to duplication. If such was the case, the whole ten men might select the same prospective large customer, neglecting all the others. The same is equally true in foreign countries.

If a man is appointed exclusive representative of a line, he should act in that capacity and should be the director and chief of his assistants. In case he is the representative of a territory, manufacturers should exercise great care to make sure that his sales are destined for the territory in which he is agent. In many instances goods destined for Colombia are first shipped to Venezuela. In case there is a difference in price between the goods of one country and those of another in many instances they are smuggled freely. This was recently true in the case of goods intended for the Canal Zone. As the Canal Zone is almost inseparable from Panama, merchandise imported into the Canal Zone duty free was smuggled into Panama. This process of smuggling was in reality nothing more or less than carrying the merchandise from one street to another.

It can readily be seen how the Canal Zone agent would readily receive more agents than the one in Panama when this condition prevailed. This situation has greatly changed in recent years and there is practically no smuggling, if any.

These examples are used merely as an illustration to show how easily it is for one agent to invade the territory of another and how disastrous it is to have everyone offering the same merchandise regardless of whom are the purchasers.

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Help Wanted—Male

WANTED—BY CANDY MANUFACturing company, office and salesmanager; also working foreman with knowledge of making general line of, candies, chocolates, hard goods, etc. To right men will offer opportunity to purchase substantial interest in company. Want men who can show results. Write particulars to W. S. Lathrop, President, Lathrop Candy Company, Minneapolis, Minn. 566, 86

WANTED—FIRST-CLASS PAN man who is capable of taking charge of department and turning out high polished goods on both soft and hard centers. Splendid opportunity for the right man. Sibley-Holmwood Factory, 149 Swan St., Buffalo, N. Y. 566, 84

SUPERINTENDENT OF CANDY and Bakery Mfg. Department—Manufacturer controlling several retail stores in large middle western city has opening for a live superintendent. Must be a practical man in candy making and have a good knowledge of baking, should be able to manage both departments of manufacture successfully; must be morally clean, of good habits and not under thirty years of age. Give full information as to experience, including names of reference; all replies will be held strictly confidential. An excellent opportunity to connect with a successful, live organization. Address A 16, care Confectioners Journal. 566

WANTED—WORKING FOREMAN for Philadelphia factory, experienced in making high grade chocolate liquors and coatings, etc. Must be experienced with modern machinery, be able to handle help and get production at lowest costs. Give reference, experience and salary expected. Address O 14, care Confectioners Journal. 566

WANTED—THE BEST HARD CANdy working foreman alive. This means everything to the right man and no other need apply. Address Room 413, Knickerbocker Bldg., Times Square, New York City. 566, 71

PAN MAN—ONE EXPERIENCED in both hard and soft goods. Give ability, references and state salary expected in first letter. The Edw. M. Becker Company, Cleveland. 566, 48

WANTED—STRICTLY HIGH class working foreman for small but well equipped steam candy factory in the southwest. Man must be practical all around man who can handle help to advantage. High class references required. Address K 12, care Confectioners Journal. 566

WANTED—EXPERT IN THE PRODuction of high class, fresh preserved fruits for chocolates and other sweetmeat centers as well as crystallized and glossy fruits for high class packed goods trade. Good salary to the right man. Address Mr. Bert Hoadley, care Confectioners Journal. 566-7, 35

WANTED—FIRST-CLASS CANDY maker and ice cream maker with a helper in a first-class confectionery store. Address F 12, care Confectioners Journal. 566

Help Wanted—Male

WANTED—EXPERT IN HANdling enrober chocolate dipping machines with the latest marking devices. Men able to handle help only need apply and must have expert knowledge of all parts and produce best goods. Address Mr. Bert Hoadley, care Confectioners Journal. 566-7, 36

WANTED—CANDY MAKER WHO can take charge of a small factory when owner is not in. Ten to twenty hands. Must be able to handle help. Steady position and a good future for the right man. Owner been in business the past fifteen years. State age, experience and wages, as above mentioned. P. O. Box 263, Wilkes-Barre, Pa. 566, 31

WANTED—EXPERT CANDY MAKer for wholesale candy factory. Must have thorough knowledge of all lines and the handling of help to get results. Apply McDonald Jam Co., Ltd., P. O. Box 33, Nelson, B. C. 566-7, 3

WANTED—FIRST-CLASS CANDY maker, capable of making a general line. Would prefer a man that could take small interest. Don't answer this ad. unless you can deliver the goods. Address Box 206, Spartanburg, S. C. 566, 92

Salesmen Wanted

LIVE MEN WANTED TO HANDLE live penny wax novelties. See our advertisement on page 146 in this issue, and if interested and think you can produce results, write to Wax Novelty Company, 4233 Easton Ave., St. Louis, Mo. 566, 82

WANTED—SALESMAN FOR CHIcago and Western states, to sell our 5c specialties to the jobbers, on commission basis. Address M 14, care Confectioners Journal. 566

SALESMAN WANTED—A large manufacturer located in Central States making a line of bulk candy, including 5 lb. box chocolates, wants an experienced candy salesman for southern territory. Must have a following with jobbers and 5 and 10 trade. Commission basis. Give full details first letter. Address J 12, care Confectioners Journal. 566

WANTED—AI SALESMEN—25% commission on fastest selling novelty to wholesale and retail confectioners and druggists. $25.00 or more daily, next three months. Time is urgent. Pocket samples. Nathan Stone Co., 2010 N. Major Ave., Chicago. 566, 34

WANTED—RELIABLE SALESMEN calling on high-class jobbing trade to carry complete line of peanut candies, salted peanuts and peanut butter on commission. No objections to non-conflicting lines. Give full particulars territory desired, references, etc. Address Box 57, Suffolk, Va. 566-7, 11

SALESMAN WANTED, CALLING on high-class jobbers in New York State, to carry five-cent and penny specialties, all good sellers. Good opportunity for side line man. Also a man to cover Western Pennsylvania, West Virginia, Ohio, Indiana and Michigan. Give references. Address A 11, care Confectioner Journal. 566

Salesmen Wanted

ENERGETIC SALESMAN WANTED—We have a vacancy in our sales force that can only be filled by a really big, forceful, energetic salesman—a man capable of sustained and sincere enthusiasm. He will sell a complete line of chocolate bar goods, cocoas and coatings, one of the highest quality lines being produced in this country. He must be young enough to be willing to learn our methods of working, and old enough to accept responsibility. He will be backed by national advertising and progressive sales policies. If you think you can qualify to fill a job of this sort, address E 12, care Confectioners Journal. 566

CHICAGO MANUFACTURER wants commission salesman for the highest grade 10c box of assorted chocolates on the market. All states open. Please given references or don't answer. Address D 12, care Confectioners Journal. 566

WANTED—CANDY SALESMAN to sell our line to jobbers on commission basis in Central West. Must have experience and good references. Address Oxford Confectionery Co., Oxford, Pa. 566, 30

WANTED—SALESMAN CAPABLE of securing real business on a high-grade line of confections, including pail goods, bar goods and bulk chocolates. Territory available in the states of Arkansas, Missouri, Oklahoma, Kansas, Nebraska, North and South Dakota. Will tie up all or any part of this territory with the man who can produce the results. Do not apply unless you have been working all or part of this territory in the past and have an established following. Exceptional proposition to the right man. Address B 12, care Confectioners Journal. 566

SALESMEN CALLING ON THE wholesale grocery, confectionery and chain stores in the various parts of the country to handle our products as a side line. References required. Sweet Food Mfg. Co., 29 S. 11th St., Brooklyn, N. Y. 566, 22

WANTED—SALESMEN ACQUAINTed with the jobbers in the State of Pennsylvania to sell on a commission basis line of penny, bulk, bar and package goods. Address D 10, care Confectioners Journal. 566

SALESMAN WANTED BY THE largest paper cup house in the United States, to sell bon bon cups to candy manufacturers. Will also consider side-line men for certain territories. Fine opportunity for right man, who will have the advantage of the finest product and the best possible price, with which to get the business. Full particulars as to experience, etc., which will be treated strictly confidential. Address W in care Confectioners Journal. 566

SALESMAN ACQUAINTED WITH buyers and who can obtain orders for sales and order books, can make favorable commission arrangements with existing Chicago concern in this line. Chicago Sales Book Company, 55 W. Madison St., Chicago. 566-7-8

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Salesmen Wanted

WANTED—SALESMAN CALLING on jobbing trade to carry a fine line of one and five-cent fudge specialties, and also five-cent chocolate cocoanut specialties for the States of Kentucky, Indiana, Ohio and Michigan. Strictly commission basis. Address G 10. care Confectioners Journal. 566

WANTED, SALESMAN—CHICAGO candy manufacturer, making the largest line of finest filled confections and hard candies in the world, is desirous of getting in touch with highest grade salesmen for all territories. Do not apply unless you are thoroughly acquainted with the trade and conditions in your territory. We will pay good salary, commission or both. Address K 10, care Confectioners Journal. 566

WANTED—A MAN MAKING HIS headquarters at Pittsburgh and working the Pittsburgh district to carry our line on commission basis. Address L 10, care Confectioners Journal. 566

SALESMEN WANTED—THE JACobs Candy Company of New Orleans has an opening on their sales force for a few high-class salesmen in territory not already covered to place their high grade package candy, delivered by express. Their salesmen must be of exceptional ability, good address, character and education. This is an excellent opportunity for an experienced candy, drug or cigar salesman. In replying give full details and references, which will be confidential. 566, 13

SALESMEN—TO SELL CRUSHED fruits and concentrated syrups to soda fountain trade. Side line for confectionery salesman on solely commission basis. Eastern Food Prod. Co., 2779 Kensington Ave., Philadelphia. 566, 96

SALESMEN OR AGENTS TO SELL compressed lozenges like Life Savers, Penny, bulk, package goods. Territories open, southern and western. Commission basis. Address J 16, care Confectioners Journal. 566-7

Situations Wanted—Male

HIGH-GRADE MAN WITH MANY years' experience and a thorough acquaintance with the confectionery trade in Pennsylvania, New Jersey, Delaware and Maryland, desires to connect with a representative house as sales or district manager. Unquestionable references. Correspondence confidential. Address F 16, care Confectioners Journal. 566

FOREMAN—EXPERT IN HARD candy, fudge, caramel, chocolate centers; also moulding and enrober work. Last position, 12 years as foreman of one of the largest retail candy factories in New York. Inventor of new line filled candies. Address E 16, care Confectioners Journal. 566

WANTED—POSITION BY SUPERintendent with 20 years' experience on fine chocolates, pail goods, marshmallows, caramels, fudges, hard candies and crystallized candies. Address N 14, care Confectioners Journal. 566

Situations Wanted—Male

POSITION WANTED BY SUPERINtendent with 27 years' experience in all lines of high-grade candy manufacturing; understands all modern equipment and handling of help. Can furnish best of reference. Address G. T. Hague, 1136 E. 17th St., North, Portland, Oregon. 566, 76

CANDY MAKER WANTS POSItion as foreman, cream department. References. Dewey Dayton, Leeds, Sioux City, Iowa. 566, 69

CANDY MAKER DESIRES POSItion with large retail firm; 12 years' experience. Excellent knowledge on all lines. Can organize or reorganize department, originate such forms as may be necessary and get results at a low cost without supervision. Best references. State salary. Address J 14, care Confectioners Journal. 566

ATTENTION, MR. RETAILER—CAN you use a thorough and dependable manager?—One who can handle your fountain, tearoom, factory, candy department, window trimming, buying and advertising to perfection. If so, address H 14, care Confectioners Journal. 566

PRACTICAL AND EXPERIENCED superintendent of proven ability in manufacturing chocolates and candies of every description is open for engagement. Address F 14, care Confectioners Journal. 566

CANDY MAKER WITH TWENTY years' practical experience can be engaged as demonstrator and salesman, or will furnish formulas, give personal instructions on candy making, high-grade chocolate work, production, costs and modern equipment. Address E 14, care Confectioners Journal. 566

HIGH-GRADE CHOCOLATE SALESman who knows the package and bulk game thoroughly and well acquainted with jobbing trade throughout the country is open for a proposition from a first-class house for exclusive representation. No objection to doing missionary work for introductory business. Address L 12, care Confectioners Journal. 566

CANDY MAKER WITH MANY years' experience wants position in southwest or southwest. Desires small plant such as manufacturing jobber or retail kitchen; qualified to take charge of same; experienced in handling help. Am married, steady and reliable. Address H 16, care Confectioners Journal. 566

ASSISTANT SUPERINTENDENT— Young man, age 30, married, with a wide and varied experience in the manufacturing of the highest grade package and gloss goods, desires position with a concern that needs a man with a thorough practical knowledge and some executive ability. Address H 12, care Confectioners Journal. 566

WANTED—POSITION BY MARried man who is a finished candy maker; 23 years' experience; capable of taking charge either wholesale or retail plant or as working foreman. Wish to hear from some good progressive house. Address O 10, care Confectioners Journal. 566

Situations Wanted—Male

CANDY MAKER, A1, ALL AROUND expert manufacturing confections of the better class. Have a wide experience in the making of highest grade chocolates and gloss goods. Have originality and ability above the average. Will take charge and get the maximum production. Best of references. M. Hammond, 414 West 120th St., New York City. 566, 41

WANTED—POSITION BY PRACtical all around candy and ice cream maker in a good retail store, one who knows how to make all kinds of counter goods, chocolate, bon bons; also hard candies, plain and fancy ice creams; also cakes. Manage store, soda fountain and trim windows. Years of experience. Middle age man. Address C 12, care Confectioners Journal. 566-7

AN OPPORTUNITY TO SECURE services of young man under forty years of age, having twenty years' experience in the candy business, embracing all branches; cost accounting, complete practical manufacturing including hard candy, cream, chocolate from the bean, wholesale merchandising, retail management of stores, design for the creation of entirely new candies, design of boxes, planning of sales campaigns, etc. A college graduate fluently conversant with French and German. Also experienced in foreign methods of manufacturing. Desires to take complete charge of management of large business. Available for July first when connection with own business will be severed. Address A 12, care Confectioners Journal. 566

CHOCOLATE AND COCOA EXpert and working foreman open for engagement Years of experience in the manufacturing of chocolate and cocoa in all its branches from the bean up. Can figure costs, understands all chocolate machines for the manufacture of chocolate and cocoa, milk chocolate, bar goods, coatings, liquors and cocoa powders. Capable of managing and taking full charge. Address J 10, care Confectioners Journal. 566

POSITION WANTED — FACTORY manager or general superintendent with twenty years' experience in high-grade candy manufacturing; capable of handling all kinds of machinery and any amount of help. Desires permanent position. Best references. Address C 10, care Confectioners Journal. 566

A1 PAN MAN AND CHEWING gum coater is at liberty March 1st. Capable of supervising large plant and help both practically and theoretically. F. P., 280 Palisade Ave., W. Hoboken, N. J. 566, 18

ARE YOU IN NEED OF A REAL live wire? Full and thorough knowledge management and manufacturing in all departments and fully versed all machinery, figuring cost, factory systems and executive ability. The type of man that can actually show, produce and direct and make good with lowest cost of production. State position you have to offer. Address K 16, care Confectioners Journal. 566

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Situations Wanted—Male

SITUATION WANTED—FOREMAN or superintendent in small factory or retail by all around candy maker with over twenty years' experience. Address G 16, care Confectioners Journal 566

PRODUCTION MANAGER OPEN for position April 1st. Fifteen years of practical experience as candy maker. Thoroughly acquainted with machinery and novel methods of production. No triflers need answer. Address V 16, care Confectioners Journal. 566

EXPERT CANDY MAKER ON cream work, A. B. gum, fancy bon bons and pan work, desires to make connection. If you want a man who is not afraid of hard work, write and describe fully the character of the position open. Address U 16, care Confectioners Journal. 566

EXPERIENCED PAN MAN DESires position with reliable firm. In answering state salary. Best of references. Address T 16, care Confectioners Journal. 566

PAN MAN OPEN FOR POSITION—He is thoroughly experienced in coating chewing gum centers and making a general line of pan work, soft and hard finish. Better quality and greater quantity at least cost and time. Eighteen years continuously connected with the largest and most notable candy concerns of the Eastern States in which places he held positions of foreman and superintendent of the pan department, is a proof of his ability. He will submit for few days' trial, previous to a permanent engagement. Salary or piece work considered. Only firms worthy of such a man are invited to communicate. Address S 16, care Confectioners Journal. 566

WANTED—POSITION AS WORKing foreman in modern factory, 18 years' experience in largest houses making special penny goods of fresh cocoanut, peanut bars of different kinds, caramels, nougat, etc. Would prefer position in New York City. Address R 16, care Confectioners Journal. 566

POSITION WANTED AS SUPERINtendent or foreman. Practical, first-class all around candy maker, 18 years' experience, now employed, wishes to hear from a good, reliable firm. Address P 16, care Confectioners Journal 566

FIRST-CLASS HARD CANDY FOREman wishes to connect with some reliable firm. Will be open for engagement March 1st. Address O 16, care Confectioners Journal. 566

SALESMAN, PRODUCER, VERY well known with New York and nearby jobbers, desires a good, reliable candy line. Address D 16, care Confectioners Journal. 566

Machinery for Sale

FOR SALE—MILLS POWER DROP frame and rolls; Burkhard jap mixer; sizers; Mills tilting copper mixer; buttercup cutting machines; hard candy ball machine; Rockwell lozenger mixer; crystallizing outfit; starch trays; 10-15-100 h. p. steam engine; 15 ton ice machine. D. Auerbach Sons, 11th Ave., 46-47th St., New 566, 87

Machinery for Sale

FOR SALE—500 POUND STEAM jacketed vacuum cooker, 75 and 125 gallon copper jacketed kettles, 2 ton, 8 ton, 10 ton and 15 ton refrigerating machines. Consolidated Products Company, 38 Park Row, New York City. 566, 68

FOR SALE—300 LB. RACINE CHOColate mixing kettle, Racine starch buck motor attached, Racine depositor motor attached, 5 foot ball beater and 7 horse power motor with shaft and pulleys, 2 Racine barrel beaters, Racine basket dipping machine, Savage blast furnace, 1 coke furnace, steel water cooling slab, 2 marble slabs, 300 starch boards, 400 chocolate dipping boards, 20 chocolate dipping boards, rolling racks, 1 Mills Monitor nougat cutter, 4 ton ammonia cold storage machine with seven horse power motor, shafts, pulleys and belts, all new and in first-class condition; 5 horse power D. C. motor. Everything in operation; if buyer desires, can operate at same location. Two floors, each 30 by 90; rent reasonable. Aubry Candy Co., 1007 Cherry St., Toledo, Ohio. 566, 62

FOR SALE—ONE MODEL K KISS wrapping machine; A1 condition. Royal Candy Co., Milwaukee. 565-6-7, 60

ICE CREAM CONE MACHINERY for sale at 25 per cent on the dollar. I. Nasher, 49 Clarke St., Malden, Mass. 565-6-7, 51

FOR SALE—1 CHOCOLATE COATing machine, 1 Greer chocolate cooler and conveyer, 1 Champion basket chocolate dipping machine, 1 Model K kiss cutting and wrapping machine, 1 50-gal. Burkhard tilting steam jacket kettle, 1 2½-bbl. Day dough mixer, 1 Mills 38-inch revolving pan, 1 Wood Simplex-starch buck, 1 Racine depositor. John P. Annen, 366 West Oak St., Chicago, Ill 566, 49

FOR SALE—ONE CLOUGH & WITT standard steam jacketed gum mixer with portable boiler, two gum scoring or cutting machines, 18-inch rollers; one sizing machine, 16-inch rollers, 3 pulleys; one sizing machine, 20-inch rollers, 2 pulleys; one No. 10 Mills ball machine, absolutely new. Make best offer, single machines or entire equipment. Address Pedigreed Products Corporation, Elmira, N. Y. 566 29

FOR SALE—SIX NEW 90-GALLON steam jacketed kettles tested at 200 lbs. Priced right. Address N 16, care Confectioners Journal. 566

FOR SALE—WRAPPING MACHINE, wraps in tin foil, then wraps in label, sealing same. Capacity sixty bars per minute. Bar size 1 in. by ¾ in. by 4 in. Package Machinery Company Model U3; condition first-class. Apply Skibo Confectionery Company, Brooklyn, N. Y. 566, 26

FOR SALE—EMERY THOMPSON brine freezer with brine tank in good condition; one 40-qt. upright freezer, one 5 horse power motor, D. C.; one 1/6 horse power D. C., 4 Parisian ice cream cone machines; all in good condition. Address M 10, care Confectioners Journal. 566

Machinery For Sale

FOR SALE—MOGUL, RACINE sucker machine, chocolate mixers, York batch roller, package kiss machine, model "K"; 25 h. p. Ottfeldt gas boiler, ball machine, hand kiss machines, buttercup machines, hand drop rollers. Address F 10, care Confectioners Journal. 566

LARGE CONFECTIONER OFFERS, subject to prior sale, following equipment: 2 Schrafft systems, complete with motors—16 ft. long, each $200.00; 1 new 25 ton American carbonic ice machine, $2,500.00; condenser bunker coils and all fittings, $500.00; 1 No. 5 American Blower Company exhaust fan, $25.00; 1 Brach hard candy cooling conveyor, $150.00; 4 new J. H. Day & Co. 2,000 lbs. capacity cream beaters, $900.00 each; 1 60-gallon Kopperman copper kettle and mixing machine, kettle on trunnions, $500.00; 1 new Thos. Mills vertical double action mixing machine with 2 cans, $150.00; 1 York batch roller, 7 ft. size, $150.00; All prices f. o. b. cars, Chicago, Illinois. Write or wire. E 10, care Confectioners Journal. 566

FOR SALE, BY PHILADELPHIA firm, Model K kiss wrapping machine. Practically new, guaranteed first-class condition. Also two tons kiss wrapping paper. Reasonable price on cash basis. Address B 10, care Confectioners Journal. 566

FOR SALE—1 NO. 2 STANDARD Clough & Witt gum mixer, 36 gallon capacity; 1 Day mixer, 16 inches deep and 26 inches diameter, inside measurements. Must move. Price $75.00 each. Chic-Mint Gum Company, Wilmington, Delaware. 566, 16

Machinery Wanted

WANTED—Cream beater to turn up not less than 100 lbs. at one time; must be reasonable. Address C 16, care Confectioners Journal. 566

WANTED—SIMPLEX STARCH Buck, must be in A1 condition and price reasonable. Address D 14, care Confectioners Journal. 565-6

WANTED—GOOD SECOND-HAND enrober with automatic feeder, preferably with stringer. State manufacturer's number on machine. Address N 12, care Confectioners Journal. 566

WANTED—1 LOZENGE MACHINE, 1 gum kettle, 200 to 300 gallons; 1 gum kettle, 500 gallons; 1 chocolate melting kettle, 1 Ball cream beater. Address F 12, care Confectioners Journal. 566

WANTED—FOLLOWING MACHINery in good condition: Liberty coater, Junior size; starch buck, chocolate melting kettles from 100 to 300 lbs. capacity; small enrober, caramel cutter and sizer, filing cabinet, depositors and starch printer. Merrill Candy Company, Merrill, Wis. 566, 4

Specialties Wanted

WANTED—PENNY CANDY LINE for New York metropolitan district. Covered this jobbing trade ten years. Good results assured. Address B 16, care Confectioners Journal. 566

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Specialties Wanted

WANTED—PAN WORK AND PENny m. m. goods to sell in Maryland, Virginia, North and South Carolina, Georgia and Florida. I work the trade regularly. J. W. J. Suter, 3505 Walbrook Ave., Baltimore, Md. 566, 78

SPECIALTIES WANTED—HAVE been calling on the jobbers throughout New England States for past ten years. Am now looking for a good line of penny goods, specialties and 5c bars. Best of references furnished. Address L 14, care Confectioners Journal. 566

SALESMAN COVERING NEW York and New England States for a number of years is open for a good summer line or any novelty. Address K 14, care Confectioners Journal. 566

WANTED—GOOD SPECIALTIES for jobbing confectioners, New England and New York State.—Get busy. C. E. Anderson, 200 W. 118th St., New York City. 565-6, 59

SALESMAN—OLD-TIMER, WITH 20 years' experience among the New York confectionery trade, wants specialties in penny and 5c goods on commission basis for New York, Long Island and part of New Jersey. Address C 14, care Confectioners Journal 564-5-6

ACTIVE SALESMAN, WELL known to wholesale jobbing trade, wants strong line penny chocolates, penny repeaters, nickel sellers and pail goods for Philadelphia, Baltimore and Washington. Strictly 5 per cent commission basis. Address B 14, care Confectioners Journal. 564-5-6

OLD LINE SALESMAN CALLING on the jobbing trade regularly, West Virginia, Maryland, Virginia and Washington, D. C., wants good line penny chocolates, pail goods and nickel sellers, regular five per cent commission basis. Address A 14, care Confectioners Journal. 565, 12 M

MR. MANUFACTURER—WE WANT good articles to introduce to the confectioner, grocer, etc.; we sell the wholesaler, jobber; carry 1000 accounts direct to the retailer. We use specialty men when necessary in introducing new goods. Give particulars of your line in first letter. Breyt Confections, 20-22 E. Illinois St., Chicago. 566, 91

SALESMAN COVERING PHILAdelphia territory **for the past ten years** wants a line of penny or bar goods. Address M 16, care Confectioners Journal. 566

Specialties Wanted

EX-JOBBER WANTS PENNY LINE to sell jobbing trade in Philadelphia and vicinity. No drawing account required. Address M 12, care Confectioners Journal. 566

A-ONE SALESMAN WANTS A good, cheap line ice cream cones to sell in southern territory. For the right house guarantee best results. Address N 10, care Confectioners Journal. 566

For Sale

FOR SALE—CONFECTIONERY, lunchette, ice cream parlor, good location, any kind of lease, doing good business. This is a snap for the right man. Address G 12, care Confectioners Journal. 566

FOR QUICK SALE—ONLY RESTaurant, Confectionery and Ice Cream Parlor in town of 500, doing a $25,000 business. New building with all modern conveniences and complete new equipment. Will sacrifice all for $12,000, due to death in family. Worth easily from $15,000 to $17,000. Must sell. Write for particulars. F. M. Bouquet, Scales Mound, Ill. 566, 45

FOR SALE—WHOLESALE CHOCOlate candy manufacturing business, including equipment, supplies and formulas. Will consider partnership. For information write E. L. Armstrong, State College, Pa. 566, 46

ICE CREAM CONE PLANT FOR sale. Doing $200,000 yearly business. Will sell good-will and all cheap. L. Kalis, 58 Bicknell St., Dorchester, Mass. 565-6-7, 52

FOR SALE—HOME-MADE CANDY store and shop; 1 16-ft. Knight soda fountain, brand new; 4 marble slabs, 1 iron cooler, marshmallow beater, cream beater, ice cream plant, starch room, 12 sets rolls, 4 candy furnaces. Place doing $30,000 year and having very best established trade. Rent $1500 a year. Price $6000—$3500 cash, balance one year. Address L 16, care Confectioners Journal. 566

FOR SALE—CONFECTIONERY, Lunchette, Ice Cream Parlor, Cigars; doing good business; other business demands attention. Must act at once. For further information write or wire, Lekas Sugar Bowl, Joplin, Mo. 565-6, 61

Agents Wanted

WANTED — BROKERS, JOBBERS, specialty men to sell best candy of its kind—make us prove it. Send for samples and details. Address Arctic Ice Cream Co., Detroit, Mich. Candy Dept. 566-7, 9

REPRESENTATIVE, HIGH GRADE man to handle a well advertised product for sale chiefly to manufacturing confectioners. The representative will have earnest co-operation, as well as the exclusive selling rights for his city. Reply, giving references and stating lines now carried and firms represented, to P 10, care Confectioners Journal. 566

Agencies Wanted

WANTED—SALES AGENCY FOR New York, Pennsylvania and New Jersey, to sell to jobber or direct to retailer. A new article with wonderful repeat possibilities. A. F. Kloss, Scranton, Pa. 566, 19

AGENCY WANTED—FIRST CLASS London house with live connection desires sole agency for Great Britain for count lines, creams, gums or other high-class confectionery. Can furnish best references. Full particulars. Address G 14, care Confectioners Journal. 566

Accounts Wanted

ACCOUNTS WANTED—CANDY manufacturers, we want accounts for Buffalo, N. Y., and vicinity. We call on over 1500 dealers every two weeks in above territory. What have you to offer in five cent pieces, with exclusive rights? Address The Monarch Sales Co., 443 Northampton St., Buffalo, N. Y. 566, 6

Business Chances

WANTED—A GOOD MAN OR CANdy salesman to take half interest in a **pan work factory.** Owner has 20 years' experience on jordan almonds and hard candies. Big field with small investment. Address Washington Pastry Co., 1343 Stockton St., San Francisco, Calif. 565-6, 56

A TRAVELING salesman died very suddenly in Kalamazoo. His relatives telegraphed the florist to make a wreath; the ribbon should be extra wide, with the inscription, "Rest in Peace," on both sides, and if there is room, "We Shall Meet in Heaven." The florist was out of town and his new assistant handled the job. It was a startling floral piece which turned up at the funeral. The ribbon was extra wide and bore the inscription: "Rest in Peace on Both Sides and If There is Room We Shall Meet in Heaven."

THE salespeople in a store ought to be shown the store's advertising at least as soon as it is given to the public. They really ought to have advance information in that direction.

THERE are some remote districts which still know the joy of cutting shinny sticks, but about this time of the year most of us are satisfied to overhaul our golf kits, and wish that the mud would dry up a bit.

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Worth Reading as a Spring Tonic

KEEPING is even harder than getting. There are plenty of men who, through their lives, have been successful money makers, but who leave not a cent when they die. There are numbers of men who rise to important positions, remain in them for a little while and then gradually begin to drop back.

SUCCESS is always a target. The more important the place you attain, the more people will try to get you out of it. They are not moved by any animus against you. It is a mistake to bear malice against them because they want what you have. All men of ambition want to occupy the best places in the world. Merely because those places happen to be occupied doesn't deter them from seeking them, just the same.

TO hold any position that is worth holding requires just as much effort and just as much thought as it did to secure it. If you have made a small success, don't be content with it. More men are qualified to hold small positions than big ones. Therefore, more men will be after your small place and there will be a better chance of their getting it. The wiser course is to go after a higher place yourself, and, having attained it, go after a still higher one. By and by you will shake off a large part of your competitors.

THE really big places are so hard to get and so hard to hold that not many are in the race for them. If you are fortunate enough to be able to do something that nobody else can do, your position will be absolutely assured. But only as long as you retain that ability. If you continue to climb, you are in far less danger of being ousted from what you have gained. That is going to mean rather more work than you expected to do when you set out. It is going to involve more sacrifice than you may have been prepared to make.

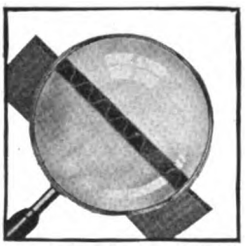
IF YOU make large profits, be careful to conceal the fact as far as possible. The consumer does not like to see his merchant make too much money.

YOU may be sure that the customer who resents having his bill presented is not a first-class credit risk.

DON'T extend unlimited credit to people of limited incomes. Don't do it, if you do.

IT IS proposed to introduce the dig-dig from Africa in order to solve the problem of meat supply. This must be a mistaken report. We have got just about all of the dig-dig we can stand. What we need is the dough-dough.

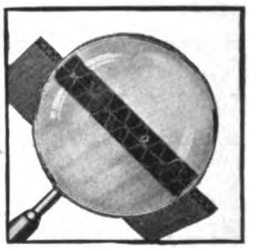
FIBRE-PACKS
—The OVER-TEST Container



Do your shipping cartons all run *over test?* "Fibre-Packs" do!

Do your cartons carry your product to its destination without breakage?

"Fibre-Packs" will do this because "Fibre-Packs" can be built for you—*by actual test*—to fill the specific requirements of your particular conditions.



FIBRE-PACK
SINGLE WALL BOARD

LET OUR SERVICE DEPARTMENT HELP YOU

FIBRE-PACK
DOUBLE WALL BOARD

If you have breakage complaints, our Service Department will design a shipping case for you that will eliminate this loss. Send us a sample shipment of your product. By laboratory tests we will design the most efficient container and return the shipment to you packed accordingly—*free of charge.* Whether you are using single or double wall cartons, you will find "Fibre-Packs"—the OVER-TEST container—the ideal shipping case from every angle.

PRINCIPAL SALES OFFICES

NEW YORK	BUFFALO	PITTSBURGH	CLEVELAND	CINCINNATI	CHICAGO
305 Broadway	616 Lafayette Sq. Bldg.	609 Cham. of Commerce	542 Engineers' Bldg.	1219 State Avenue	1860 Conway Bldg.
Phone Worth 5195	Phone Seneca 4662	Phone Grant 8741	Phone Bell Main 5335	Phone West 3537-Y	Phone Main 1415

The FIBRE PACKAGE CO. Detroit, Mich.

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NATIONAL COLORS

Purity—The Foremost Requirement in Food Colors



TODAY all manufacturers of foodstuffs accept as a matter of course the use of artificial coloring in food products. Whatever prejudice there may have been against the practice in the past, has now entirely disappeared from the minds of those who know the true situation.

And most of the credit for this belongs to the Federal Government. For it was through the official certification of food colors—through the adoption and enforcement of adequate regulations for ensuring their purity—that the confidence of the public has been permanently established.

The use of certified Food Colors is practically universal, and it is generally conceded that they add attractiveness and saleability to the beverages and foodstuffs in which they are used.

Fairness to his customers and fairness to the Government, as well as his own self-interest, require that every manufacturer of beverages and food products should employ only those food colors that have been officially tested and approved by the proper Government bureau. In this matter, absolute honesty is not only the best policy—it is the only safe policy.

All "National" Food Colors are Certified Food Colors. Each lot is certified separately to the United States Department of Agriculture, Bureau of Chemistry. Every package that is sold carries the Government lot number, and is sealed at the factory.

***"National" Blends** (certified)*

most popular in the Candy and Confectionery Trade

Ceylene	Raspberry Red
Rubaline	Currant Red
Sulta	Strawberry Red
Sitro	Lemon
Burno	Red Orange
Toki	Yellow Orange
Rosea	Rose Pink
Carnata	Carnation Pink
Benga	Fruit Red
Solona	Dark Yellow
Borderine	American Beauty
Myrtine	Pistachio Green
Celetine	Blue
Plumna	Plum

Certified Food Color Division

National Aniline & Chemical Company, Inc.

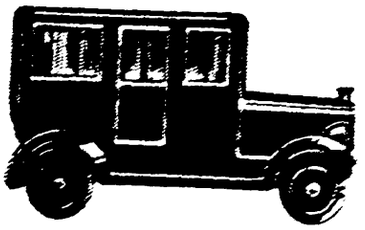
21 Burling Slip, New York

NATIONAL COLORS

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The Season's Best

PENNY NOVELTIES



WAX AUTOMOBILE WHISTLES

A chewing gum novelty filled with candy or mixed.



THE SCHOOL HOUSE

Filled with candy.

Samples and prices to jobbers only.

THE WAX NOVELTY CO.

Manufacturers of Original Chewing Gum Novelties.

4233 EASTON AVE. ST. LOUIS, MO.

Gelatine Paper

for

Box Fronts, Bars and Boxes

Manufactured in all weights and colors.
Substantial working samples sent on request.

Manufactured by

The Carlart Paper Co.

1346 W. Van Buren St. Chicago, Ill.

USE

Assorted Novelties

for

Penny Prizes

and Increase Your Business

RINGS

For Ring Sticks and Bouquets

Prices as Low as $1.00 per Great Gross

Write for Samples

F. E. CLAWIN CO. 7040 Wentworth Ave., Chicago, Ill.

A DAY OF SPECIALISTS

If you knew as much about making sugar as you do about making candy—you would make

FRANKLIN SUGAR REFINERY
CONFECTIONERS USE
CRYSTAL A
PHILADELPHIA

To use in your Cream Work and for Hard Candy and Gum Drops—because it is exactly the thing for the purpose.

The Franklin Sugar Refining Company

PHILADELPHIA

"A Franklin Cane Sugar for every use"

Digitized by Google

How Should a Manufacturer Advertise?

SHOULD a manufacturer put all his advertising appropriation in advertising? I answer, "No," and I speak right out loud with confidence, having the authority of manufacturers in other lines. A manufacturer should put about eighty per cent of his advertising appropriation in advertising, and the remaining twenty per cent he should devote to the important work of helping retailers sell. By thus doing he will render his advertising much more effctive and he will also accomplish more sales.

There are a dozen or more ways by which he can help the dealer. One would be by taking a full page in his trade journal and *talking* therein to the retailers each month. Large manufacturers have highly trained advertising managers. These men could write every month "Our Little Talk to Retailers," and they could write such interesting and such helpful little talks telling about their advrtising and what they do to help dealers sell, that retailers would soon begin to look for them, read them with pleasure and be benefited thereby. A moderate size manufacture could have some trained writer to write his monthly "Little Talk."

Another way of helping retailers sell would be to devise selling stunts. Think them out in all their details; have the placards made, the circulars printed; the catchy window cards lithographed. Real stunts, which would help him sell goods generally, and not merely the line of the manufacturer. Then send these to the retailers with full directions how to stage the plan and carry it through to a gratifying fruition.

Another idea would be to have "Little Talks" in letter form, and mail them out to the retail dealers, say, once a month. This could be done in connection with the page advertisement in the trade paper. Thus he would hook up his general publicity with the selling function of the retailers, and the two forces would work together for him much more effectively than would his unaided advertising.

WIFE—"I am going to entertain the Sewing Society this afternoon. Won't you stop at the confectioner's and have some candy sent around?"

Husband—"I haven't time to stop anywhere; why don't you make some of that old-fashioned molasses candy for them?"

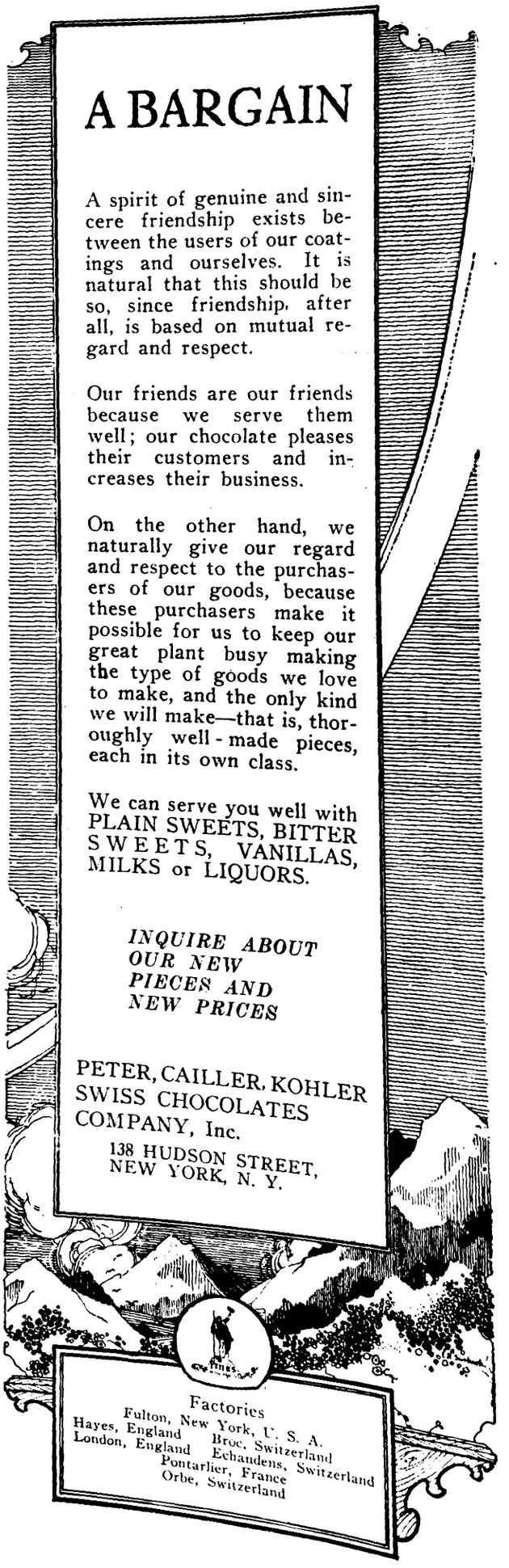
Wife—"Sticks their teeth together and they can't talk."

TEACHER—I shall not keep you after school, Johnnie. You may go home now.

Johnnie—I don't want to go home. There's a baby just come to our house.

Teacher—You ought to be glad, Johnnie. A dear little baby—

Johnnie (vehemently)—I ain't glad; Pa'll blame me—he blames me for everything.



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HAVE YOU RECEIVED

the

Sample Book of Floral Papers



with this trade mark on the cover? If not, write today.

BREUKER & KESSLER CO., 709 Arch St., Phila., Pa.

THE mistakes made in handling the store cash are almost always in favor of the other fellow. They never add to your profits. Make your cash handling system as near airtight as you can.

SOME merchants are led into business or family extravagances just because certain competitors set too hot a pace. Base your expenditures on your business, not on your competitor's.

IT IS well to be economical, but cutting off your advertising appropriation and your trade paper subscriptions is beginning your economy at the wrong end.

5c



"Every Taste a Pleasant Thought"

YOU REMEMBER ME

A Peanut and Cocoanut Blend made in the good old Virginia way from our Special Formula

24 Pkgs. to Carton *40 Cartons to a Case*

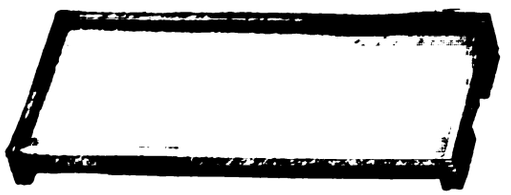
Write for Samples and Prices

WESTMORELAND CANDY CO., Inc.

Manufacturers

RICHMOND, VA., U. S. A.

Look! Starch Boards



Why not buy your Starch Boards from Us, who manufacture them by the thousands? All sizes, any style. Write us for prices and testimonials of our many satisfied customers.

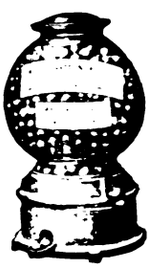
ACME BOX COMPANY

22d and Loomis Sts. Chicago, I

Double-Triple Ball Vendor

NEW, NOVEL PREMIUM FEATURES

Legitimate Everywhere



Sells more gum in a day than the ordinary ball gum machine sells in a month.

Write for our Circular containing full particulars.

BALL GUM

All Flavors and Colors

Special Prices to Jobbers and Operators

WALTER GUM COMPANY

21-23 Dodworth St., BROOKLYN, N.Y., Branch: 5148 Haverford Ave., PHILADELPHIA, PA.

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WALTER BAKER & CO'S.

Liquor Chocolates and Coatings



REG. U. S. PAT. OFF.

Are the Standards of the Trade for Confectioners' Use

Sweetened and unsweetened; light, medium and dark, whatever the difference of color or flavor, all are *absolutely pure*, smooth and uniform to work.

The taste and appearance of confections depends largely upon the coating.

Send for Samples and Prices

WALTER BAKER & CO. LTD.

Established 1780 DORCHESTER, MASS.

57 Highest Awards at the Expositions of Europe and America

WEBB'S W CHOCOLATE

Hatching Easter Dollars

YOU can "hatch" the formulas for Easter eggs, and other Easter novelties, in the new Thirteenth Edition of RIGBY'S RELIABLE CANDY TEACHER into dollars!

The Easter pieces explained in this book are not difficult to make. They can be produced in any average retail shop, and offer an unusually good profit. By advertising such goods as being made on your own premises, you can create new business for Easter and increase your receipts as a result.

Stimulating Easter business through the use of Rigby's Reliable Candy Teacher is just one example of its value. In addition to the attention given Easter pieces, formulas are offered for other holidays throughout the year. Then there are 900 formulas for every class of candymaking, and many pages of valuable information and new ideas. The 288 pages of contents are plainly written by W. O. Rigby, a candyman of thirty years' experience. The book is illustrated throughout.

Upon receipt of three dollars, the new Thirteenth Edition of Rigby's Reliable Candy Teacher will be prepaid to any part of the world. Order your copy today—it will put you in line for a profitable Easter business, and will be of inestimable value to your business every day of the year.

RIGBY PUBLISHING CO.
908 W. 10th St.
Topeka, Kansas



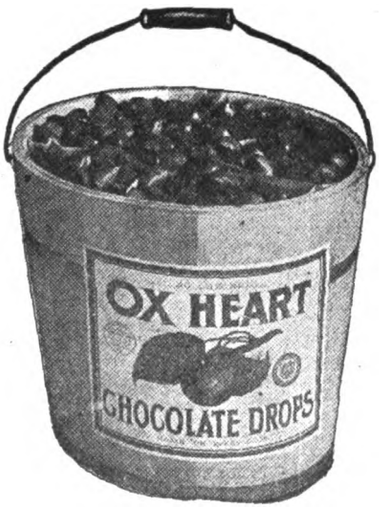
Send further information
Send book C.O.D. $3
Remittance attached
} Cross out lines not applying.

Name .....
Address .....
City and State .....

A Good Covenant

I will start anew this morning,
with a lighter, fairer creed;
I will cease to stand complaining at my ruthless neighbor's greed;
I will cease to sit repining when my duty's call is clear;
I will waste no moment whining and my heart will know no fear.
I will look sometimes about me for the things that merit praise;
I will search for hidden beauties that elude the grumbler's gaze;
I will try to find contentment in the paths I have to tread;
I will cease to have resentment when another moves ahead.
I will not be swayed by envy when my rival's strength is shown;
I will not deny his merits, but will strive to prove my own;
I will try to see the beauties spread before me, rain or shine.

—S. E. KISER, The Baltimore Sun.



Long's

OX-HEART
Brand
Chocolates
and Rapid Selling Confections
Send for Price List
OSWEGO CANDY WORKS
OSWEGO, N. Y.

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ANNOUNCING A NEW CHAMPION



[illegible]

Power Saving —The motor dry and silent chains on this machine makes it possible to run either the breaker or ice cream machine separately or as one unit. This also increases the life of the machine.

Transmission —The heavy cut gears run in oil, thereby eliminating all common wear at this point.

Maintenance —The ring oiler interchangeable die cast babbit bearing, which is a new feature in this model permits anyone to renew these bearings easily and thus reducing the overhauling cost to the minimum. These die cast bearings are carried in stock and can be quickly supplied when necessary.

Construction —The teeth in the breaker are straight shank, diamond pointed, making it possible to cut the ice without crushing it and thus eliminating "snow." The base of the machine is extra heavily casted, thereby eliminating vibration. The gears throughout are well constructed to give maximum weight.

Descriptive circular explaining the advantage of this new model will be sent upon request. We also manufacture Champion Ice Breakers—capacity from one to forty quarts per hour.

The Allman Gas Engine & Machine Co.

461 CANAL STREET, NEW YORK

The CHAMPION LINE

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LAST CALL — Order Chocolate Moulds for Your Easter Trade Now

Moulds For Easter Eggs

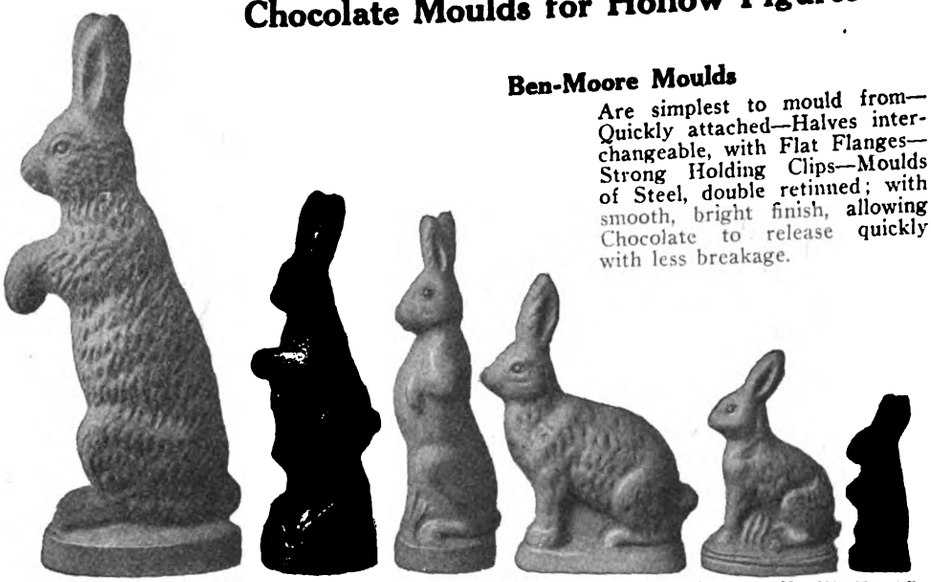


No. 06—3⅞ in. high—3½ oz. Hollow. Decorated, 40c; Plain, 30c.

No. 012—5½ in. high—5 oz. Hollow. Decorated, $1.00; Plain, 40c.

One Decorated and one Plain half to a set unless otherwise ordered.

Chocolate Moulds for Hollow Figures



Ben-Moore Moulds

Are simplest to mould from—Quickly attached—Halves interchangeable, with Flat Flanges—Strong Holding Clips—Moulds of Steel, double retinned; with smooth, bright finish, allowing Chocolate to release quickly with less breakage.

No. 66—10 oz.	No. 25—4 oz.	No. 22—4 oz.	No. 33—5 oz.	No. 11—2 oz.	No. 333—35 to 1 lb.
9⅛ in. high	6½ in. high	6 in. high	5 in. high	3¾ in. high	Six in a FRAME
$2.00	$1.25	$1.00	$1.25	$0.75	$1.00

Weights given are for solids. Hollows would be ½ or less. Illustrations are less than 1/3 actual size.

Moulds for Plain and Fancy Eggs, Bars, Cakes and Novelties. Special Moulds made of your own Designs.

BEN-MOORE MANUFACTURING COMPANY

Send a trial order—
Our Moulds are Guaranteed.

Factory—220 Essex St., Brooklyn, N. Y.
New York Office—140 Nassau St.

If your Jobber does not handle our Moulds, order direct from us.



RULING

Recently the Panay Horizontal Show Jar Co. has seen fit under the heading "Infringement—notice! warning" to advertise that a suit for infringement on the part of that Company had been instituted in the district court of the U. S. Northern District of Illinois in Chicago against the Aridor Company, an Illinois Corporation. We take pleasure in informing our many customers that Judge Kenesau M. Landis, United States District Judge for the Northern District of Illinois on the 13th day of Dec., 1921, entered a decree dismissing the suit of the Panay Horizontal Show Jar Co. vs. the Aridor Co.



The difference between Profit and Loss is the Aridor Display Jar.

All candy merchants know that there is a constantly increasing demand for hard candy providing the spoilage from loss of finish and stickiness can be eliminated.

You can now handle hard candy all the year round and be assured of its absolute salability at all times if you use the Aridor Display Jar.

This attractive dispensing jar, made of clear, flint glass has a capacity of about 15 pounds.

The special feature of this display jar is the patented cap. This cap can be easily removed with a quarter turn. Inside the cap is a perforated metal container holding the mineral salt pad which absorbs all moisture.

THEY PAY FOR THEMSELVES

If the Aridor Jar saves only one filling of candy, it will have completely paid for itself. Figure out what this means to you. There is no upkeep. The pad may be dried in any ordinary oven and used over and over again.

KEEPS HARD CANDY DRY AND SALABLE ANYWHERE

The patented cap absolutely absorbs all of the moisture which otherwise would ruin the candy.



WE GUARANTEE THAT

You can take candy that has become sticky and by placing it in the Aridor Container it will become as dry and loose as the day it left the factory.

WE GUARANTEE THAT THE ARIDO CONTAINER WILL DO JUST WHAT WE CLAIM FOR IT,—keep the con ents loose, dry and salable at all times.

Leading and progressive manufacturers of hard candy recommend Aridor Products as standard equipment. Write us today for full information that means more profit for you

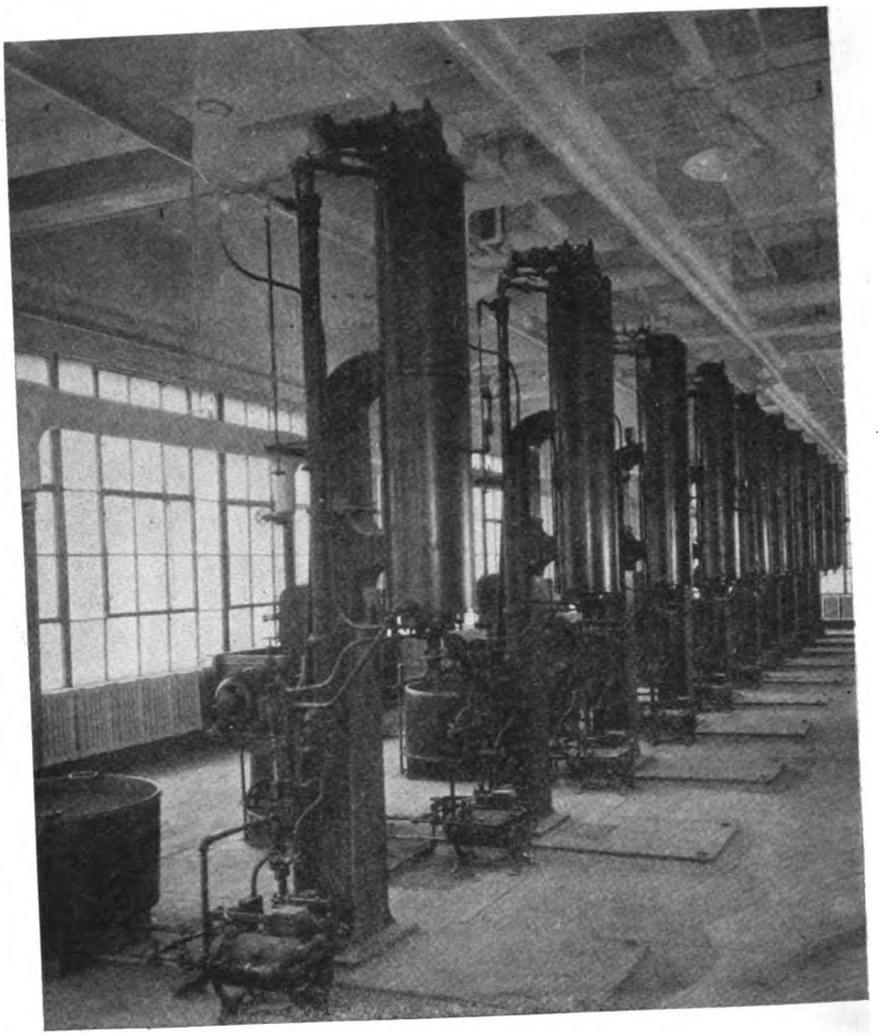


The Aridor Company

589 E. Illinois St. **Manufacturers of Aridor Products.** **Chicago, Ill.**

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JOHN CRERAR LIBRARY



How much of your Profit boils over the gooseneck down the drain?

Here's a way to save it

EVERY TIME your syrup boils over the goosenecks of vacuum cookers, there's cold cash wasted down the drain.

Every time your candy men wait 'tween batches for cooked syrup, labor-money flies out of the windows.

Every time there's a spoiled batch, your profits go up in smoke.

The Baker Automatic Steam Sugar Cooker replaces uncertain methods of vacuum-pan and open-fire cooking.

This modern-day Cooker cuts out waste, cuts down costs and boosts your net profits.

The Baker Cooker achieves constant, uniform results. No spoiled batches. No syrup wasted over goosenecks, as in vacuum cooking.

The Baker Cooker produces a steady flow of cooked syrup ready for the candy men, saving their time and your money.

More, too, the Baker Automatic Steam Sugar Cooker cooks straight sugar goods, corn-syrup mixtures, buttered goods, cream goods. Produces boilings of uniformly fine color and high quality, that *keep perfectly* in all climates.

We have printed a limited edition of an interesting little booklet about this modern method of boiling room practice. Write for your copy (free) while they last.



This helpful booklet is free if you will address Desk A3.

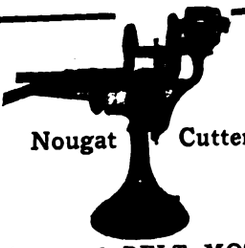
JOSEPH BAKER SONS & PERKINS CO., Inc., BAKER-PERKINS BUILDING, WHITE PLAINS, N. Y.
The BAKER LINE of Machinery for Chocolate, Cocoa and Candy Manufacturers

Digitized by Google



Caramel Cutter

Very rigidly constructed. Built in three sizes. An exceptional unit when operated in conjunction with power sizing machines.



Nougat Cutter

The improved BELT MOTION of this machine is a feature worth investigating. Now in operation in several of the largest companies.



Starch Printer

A very strongly built machine with several New Features. Constructed entirely of metal. Can be operated by hand or power.

Paramount Machinery Co., 44 E. Allen Street Philadelphia - Pa.

BUILDERS OF CONFECTIONERY MACHINERY

Jobbers:

We would like to hear from reliable jobbers who would be interested in handling these pans. We believe our proposition will prove attractive and profitable.

ENGINEERED YORK PRODUCTS

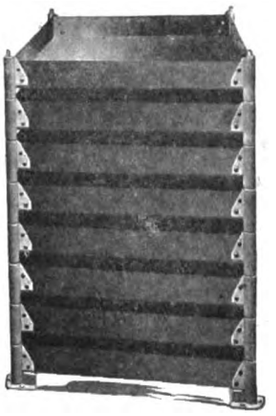
Metal Candy Pans

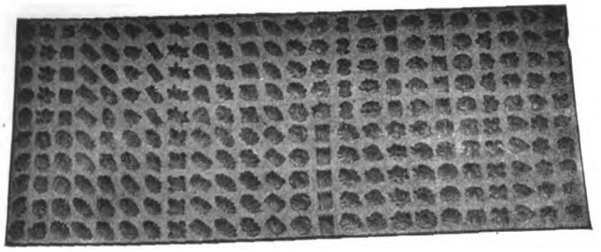
York sheet metal candy pans, with patented nesting corners, allow high and even stacking and provide perfect air circulation between pans.

They are easily cleaned, rigid in construction, easily handled and smooth of surface. Write for information.

York Heating & Ventilating Corp.

250 S. Broad St. Philadelphia, Pa.





VOORHEES RUBBER CANDY MOLDS

ADVANTAGES

Elimination of Starch Mussiness
Speedy Production Through Quick Cooling
Close Placement of Cavities
Uniformity of Size
Regularity of Detail
Precise Weight
Ease of Handling

ASK FOR FOLDER WITH FULL DETAILS

VOORHEES RUBBER MFG CO TRADE MARK

Main Office and Works
VOORHEES BLOCK
20 to 58 Bostwick Ave.
Jersey City, N. J.

New York 30 Reade St. Kansas City 2045 Main St.

ICE CREAM MOULDS

Manufactured by

FR. KRAUSS' SON

333 W. 18th Street New York City



Starch and Grain Sugar Moulds

Send for Catalog

Starch Mould Patterns

Large variety of latest cut of fruit and nut cream bars, one and half ounce to two ounces. Chocolate Centers, French Creams and Butter Creams and patterns of all kinds of Jelly Work.

J. FRAUENBERGER & CO.
4909 N. Fairhill Street PHILADELPHIA

Metal and Bentwood Chairs, Stools and Tables



That are attractive and serviceable for Confectionery and Drug Stores

Write for Catalog and Prices

The Chicago Wire Chair Co.
619 N. La Salle Street
CHICAGO ILLINOIS

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POP CORN PROFITS ARE VERY LARGE
CRISPETTES ARE THE BIG MONEY MAKER



Gibbs says: "Sold **$50.00** first night!" Erwin's little boy makes **$35.00** to **$50.00** every Saturday afternoon. Meixner reports **$600.00** business in one day. Kellogg writes: "**$700.00** ahead first two weeks." Master's letter says: "—sold $40.00 in four hours." During March, 1921, Turner was offered **$700.00** clear profit above cost of his investment to sell. **There is money**—lots **of money**—in **Crispettes.** Times make no difference for most of these records were **made in 1921**—were made while people are crying **hard times.**

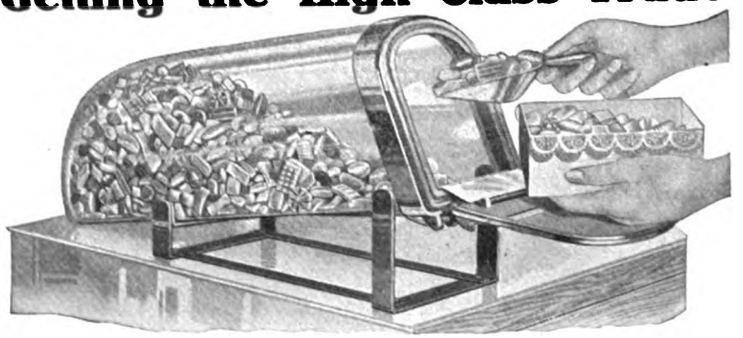
This is the most rapid machine for crispettes. Requires minimum labor —least operating expense. The material in a batch costs least, the crispettes keep better, are better eating and sell better than those made by any other process.

Sell Pop Corn CRISPETTES. It is the biggest money maker in the candy line.

Long Eakins Company

191 High St. Springfield, Ohio

Getting the High Class Trade



The Panay equipped store, clean, orderly, inviting, attracts the highest type of customers—the kind who spend freely and buy in quantity. Nothing adds more to store appearance than a big Panay display. In sections—buy a few jars now and add others gradually. See how they preserve candy, save space, prevent waste, build better patronage. Write to us or any distributor for illustrated catalog.

Panay Sectional Show Case Co.

General Office, Milwaukee, Wis., U.S.A.

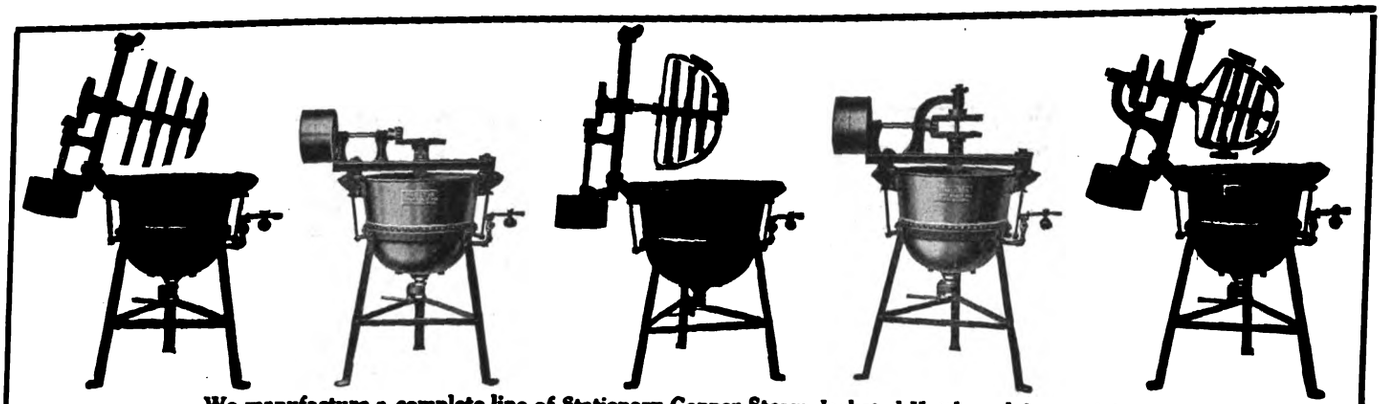
Eastern Office: Suite 815 Flatiron Building, New York City
Western Office: 313 S. Coronado St., Los Angeles, Calif.
New England Office: 131 State St., Boston, Mass.

Panay HORIZONTAL Show Jars

These are the
PANAY DISTRIBUTORS

New Haven
Austin Nichols & Co.
Chicago
Bunte Brothers
Butler
Butler Candy Co.
Selma
Benish & Meyer
Marinette
M. C. Broughton
Minneapolis
Buhse Bros.
Philadelphia
Joseph Casani
Erie
Erie Drug Co.
Buffalo
Donovan-Haas Co.
Cleveland
Wm. Edwards Co.
The Sykes & Thompson Co.
The Weideman Co.
Greensboro
Gate City Candy Co.
San Francisco
M. Getz & Co.
Scalmanini Bros.
Springfield
Green Bros. Co.
Pittsburgh
Graebing Candy Co.
Green Bay
Greiling Innes Co.
Regina
Guise & Smith, Ltd.
Youngstown
Hearn Miller Co.
Elizabeth
Joseph Freeman Co.
Racine
Henricksen Jacobson Co.
Seattle
Imperial Candy Co.
Boston
H. A. Johnston Co.
Lynn
Connelly's
Milwaukee
R. A. Johnston Co.
Los Angeles
Klauber-Wangenheim Co.
Booth-Murphy Co.
California Commercial Co.
Cincinnati
J. Louis Motz Co.
New York
Muller & Phipps
Wm. E. Peck & Co.
Fish & Ginsberg
Dallas
M. L. Richards
Sale Lake City
Sweet Candy Co.
Scranton
Scranton Tobacco Co.
Newark
Schwarz & Son
Kansas City
Sifers Confection Co.
Loose-Wiles Co.
Macon
Winchester Moore Co.
Mexico
J. J. Zahler
Auburn
The Auburn Merchantile Co.
Mena
The Goff Wholesale Grocery Co.
Detroit
L. H. Stradley
Brooklyn
Bard & Margolies
Omaha
The Clancy Candy Co.
Savannah
The Kolman Fountain Supply Co.
Muskogee
Muskogee Wholesale Grocer Co.

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We manufacture a complete line of Stationary Copper Steam Jacketed Kettles, plain or mixing.
Absolute satisfaction guaranteed. Prompt shipments. Ask your dealer or write us for literature and prices.

HAMILTON COPPER & BRASS WORKS, Hamilton, Ohio



White's Improved Perfect Candy Cutter

ORIGINAL WHITE

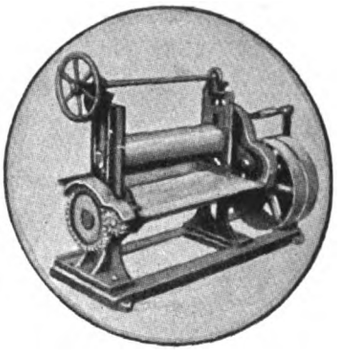
Cutter and Sizer

For Caramels, Nougats, Bars, etc.

Standard Factory Equipment for past 35 years

Sold by **WM. M. BELL,** *Authorized Agent*
Heirs of Jacob White
6 E. LAKE STREET, CHICAGO, ILL.

White's Perfect Sizing Machine





Knott's Pop-Corn Grinder that pulls the pop corn apart

POP-CORN MACHINERY

Complete outfits for retail or wholesale manufacture

Candy Wrapping Machines :: Candy Cutters and Coolers

E. R. KNOTT MACHINE COMPANY 1 Ellery St., S. Boston, Mass.

Put This Labor-Saving Machine in Your Factory

Pays for itself in one month. If it doesn't do the work promised your money will be refunded.

Fills cream centers in moulded starch with nuts, cherries, berries and other fruits.

Speed! One Girl! One Board! Ten Seconds! Weighs Only 25 Pounds!

Price, $200

For further particulars send size of your starch board.

THEODORE BOSSHARD *385 Cornelia Street, Brooklyn, N. Y.*

GEORGE KELLER COPPER WORKS

MANUFACTURERS OF

Copper Jacket Kettles : Revolving Pans : Vacuum Pans, Etc.

Wyckoff Avenue and Norman Street BROOKLYN, N. Y.

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HEEKIN CANS



The Safest and Most Attractive Method of Packing Candy

HEEKIN CANS solve practically all the problems which come up in the handling and transporting of candy.

They are air-tight. They prevent moisture from making your goods sticky and unsalable even in hot weather. They prevent contamination by dust and flies. Their toughness and strength enables them to stand up perfectly during shipment and handling.

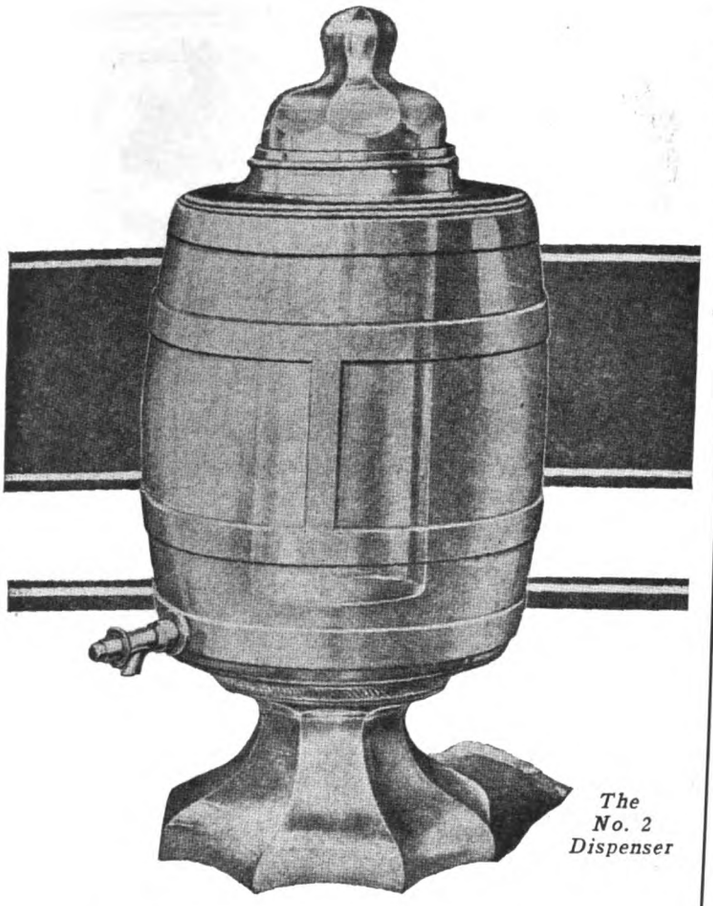
In addition, the confectioner using Heekin Cans has a much more attractive package, since these cans are beautifully lithographed in bright colors. Any design, in any color combination, can be reproduced. And there is absolutely no chance for labels to become detached or obliterated. The label is part of the can itself.

Write us your requirements and we will send a sample Heekin Can and full particulars.

Look for this trade-mark on all Heekin Cans

THE HEEKIN CAN CO.
New and Culvert Streets, Cincinnati, Ohio

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The No. 2 Dispenser

Attractive Display Appeals to Customers

DISPLAY your soft drinks just as you display any other goods. McKee All-Glass Dispensers filled with rich-colored fruits and flavoring syrups attract favorable attention to your soda fountain from every customer that enters. They have a mighty healthy effect on sales.

There are a variety of styles of McKee Dispensers for different purposes. The No. 2 Dispenser, illustrated above, is ideal for grape juice, iced tea, etc.

Buttermilk does not clog in McKee Containers. Their bail handle prevents that.

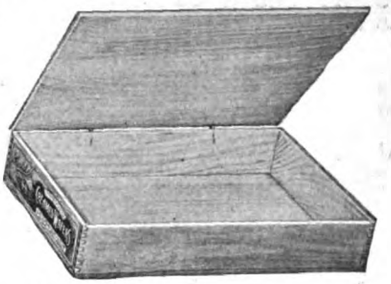
McKee Dispensers will impress your customers with their cleanliness. The all-glass contruction keeps out flies and dust absolutely. They are easily cleaned, and the metal parts will not corrode.

Write for Booklet O

McKEE GLASS COMPANY
Jeannette, Pennsylvania

Good Wood Boxes

For the Confectionery Trade



Made in all sizes from small, light boxes for carrying five pounds to heavy cases for freight shipments.

LOCKED CORNER BOXES
BOX SHOOKS
STARCH TRAYS
DRYING BOARDS

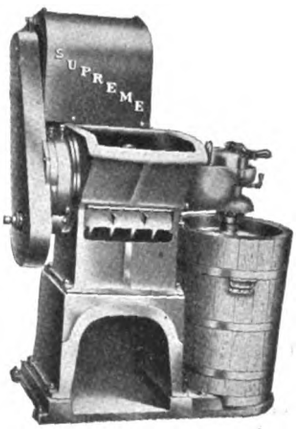
The A. H. Green Co.

103 Park Ave. New York

SUPREME

MOTOR DRIVEN COMBINATION ICE CREAM FREEZER AND ICE BREAKER

Velvety Ice Cream With Any Desired Overrun



Also Makes Exquisite French Ice Cream and Water Ices

Nickel-Silver can, Cover of Tinned Bronze, self-sealing.
Dasher of Tinned Bronze.
Breaker can be operated without freezer.
Gears and belt covered as required by law.
Dealers—Investigate our claims before arranging for 1922.
Write for our proposition, it protects you.

FRANKLIN P. MILLER & SON
East Orange, N. J.

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METAL MOLDS

FOR CHOCOLATE

RABBITS and EGGS

Make your own

Hollow and Solid Figures for Easter
















5828
4⅛" long—50c ea. half


5827
4⅛" long—50c ea. half


5828
4⅛" long—50c ea. half

and fifty-four other designs of fancy and plain eggs.

RABBITS

No.		Each
4044	3⅞" high	$1.10
4045	4⅝" "	1.50
4046	4¼" "	1.20
4047	4¾" "	1.70
4048	4¼" long	1.30
4049	4¾" "	1.40
4050	3⅝" high	1.10
4051	4" "	1.40
4601	8¼" long	2.65
4603	9¼" high	2.25
4682	7½" "	4.80
4683	7¾" "	3.60

TRADE E MARK N Y

Our molds bear this Trade Mark

RABBITS

No.		Each
4685	5⅞" high	$2.65
4686	5½" "	1.50
4687	4" "	1.10
4741	6¾" "	1.70
4742	6¼" long	2.00
4743	8⅜" high	3.85
4744	8⅛" "	3.60
4745	8" "	5.00
4746	9" "	6.00
4807	3¾" "	1.00
4808	4¼" "	1.40

and other designs

Write for our catalog No. 3, describing the large variety of molds we make suitable for all holidays.

ORDER THROUGH YOUR JOBBER











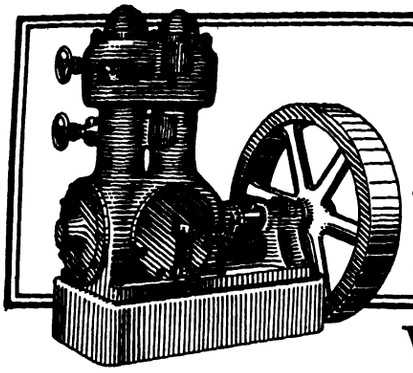


MANUFACTURED BY

EPPELSHEIMER & CO.

34-44 HUBERT ST. Dept. C. NEW YORK

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YORK MECHANICAL REFRIGERATION

—— A logical means of increasing your profits

WOULD you be interested in a few facts showing how your net profits for the coming year would be substantially increased by the installation of YORK Mechanical Refrigeration.

There are several ways in which this increase would be obtained.

Part of it would come from a reduction in the present cost of operating your refrigerating system.

The proper preservation of an amount of stock which now deteriorates through imperfect refrigeration, would likewise prevent loss and show a further increase in your net profits.

Still more profit would come from the higher prices you would get by having your stock in the best possible condition.

New business that would be attracted by your progressiveness and the reliability of your stock would further swell your net income.

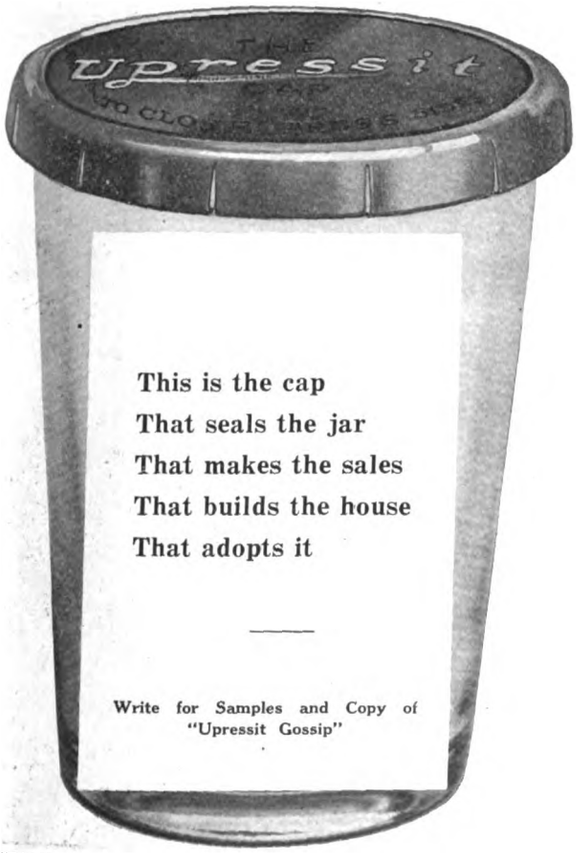
And freedom from the worries of unreliable refrigeration would make your efforts in other departments more productive.

Our Sales Engineers will be pleased to tell you more about YORK Mechanical Refrigeration.

YORK MANUFACTURING COMPANY
(Ice Making and Refrigerating Machinery Exclusively)
YORK, PENNA.

THERE IS A YORK PLANT TO FIT YOUR BUSINESS

"THE CAP THAT CAPTURES"



UPRESSIT PRODUCTS CORPORATION
15-21 Wilbur Ave., Long Island City, N. Y.

ESTABLISHED 1905 ESTABLISHED 1905

B. H. HUBBERT

Coppersmith and Contractor

Designer and Builder of:

Confectioners' Copper Work.
Copper Vacuum Pans.
Copper Steam Jacketed Kettles, plain.
Copper Steam Jacketed Kettles, with single and double motion mixers.
Copper Revolving Pans, plain and with steam coils.

If you are in the market for good copper kettles, get in touch with

B. H. HUBBERT

3603 E. Pratt Street
Baltimore, Md.

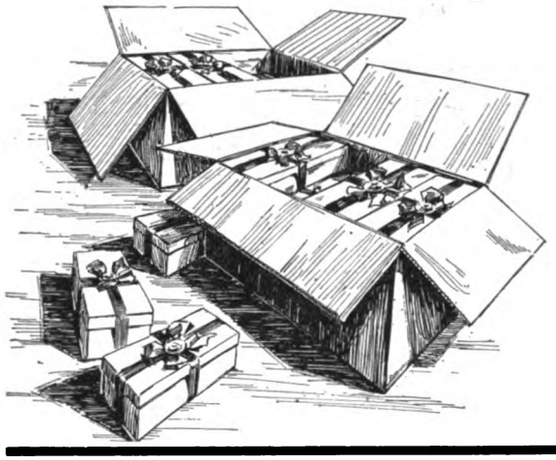
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The Safe Economical Shipping Boxes for Confectioners

HERE are the shipping boxes you have been looking for—the boxes that spell greater convenience in packing—better protection in transit—and economy in both packing and freight costs. Sturdy enough to hold your heaviest shipments. Stout enough to stand up under the weight of piled up merchandise in transit. Resilient enough to cushion and absorb the many blows of rough handling and transportation.



Eliminate many of your present packing troubles by using **H & D Corrugated Fibre Shipping Boxes.** Insure the arrival of your goods, intact and uninjured, at destination. Promote the good will of your trade by better packed shipments. You can do all these things and at the same time save real money in your shipping department.

H & D Boxes are made in any sizes your particular products may require. Give us the specifications and let us send a sample and quote you prices today.

The Hinde & Dauch Paper Company

120 WATER ST. SANDUSKY, OHIO

Canadian Address: Toronto, King St. Subway and Hanna Ave.

Acme Coppersmithing Company, Inc.

COPPER WORK

of All Description

HIGH PRESSURE STEAM JACKET KETTLES

Our Specialty

If our work is not absolutely satisfactory in every respect, we will gladly accept the return of same and will bear all expenses.

All sorts of repairs, retinning, replacement of worn or burnt out parts, promptly and satisfactorily performed.

Safety is the corner stone of efficiency. The more safety the less worry—the greater efficiency.

USE ACME JACKET KETTLES

1009-11 W. Ohio Street

CHICAGO, ILLS.

Trade with the Maker, and Get Prompt Delivery, Low Prices Best Work



Confectionery Equipment Our Specialty

The Revolving Pans have all latest improvements. Clutch instead of tight and loose pulleys, a unique feature of ACME REVOLVING PANS. Cut gears. Adjustable boxes on all bearings to take up wear on journals. Pans are made of heavy copper, nicely hammered; steam coil of copper pipe, thus insuring against rust, stuffing box is of a special design and the entire construction is of the very best materials and workmanship.

Larger and smaller sizes build to order.

Prices on application.



We are well able and qualified to produce a sales winning package for your confections.

Tell us you want samples of the—

KLEEN KUP

MONO SERVICE CO. NEWARK, N. J.

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IDEAL CARAMEL MACHINES

In response to an ever increasing demand for more substantial and more efficient candy machinery we have brought out the Ideal Machines described below, which are unexcelled for their purposes.

Ideal Candy Sizer

The Ideal Candy Sizer is made with solid base and absolutely rigid. It is built as a bench or floor machine. It is reversible and adjustable to any thickness up to two inches. It is especially designed to be used with the Ideal Candy Cutter.



Ideal Candy Sizer



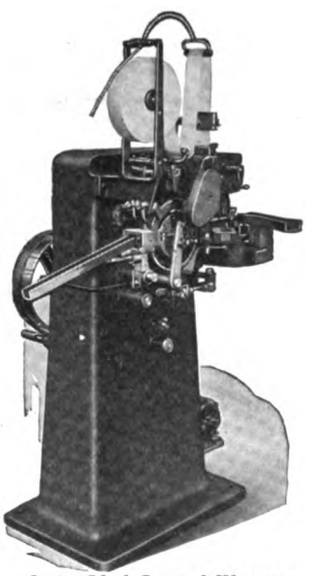
Ideal Candy Cutter

Ideal Candy Cutter

The Ideal Candy Cutter is absolutely rigid in construction. It is equipped with thirty seven-inch circular knives and one full set of collars. Knives may be taken off without removing the arbor shaft. Well guarded, cut gears make it practically noiseless.

Junior Model Ideal Caramel Wrapper

The Junior Model Ideal Caramel Wrapper is designed to fill the needs of the manufacturer whose output does not warrant the installation of the larger machine. It cuts and wraps in one operation caramels, pulled candy or any goods of equal consistency. It is the simplest caramel wrapper built. An unskilled girl can be trained in a few days and can pack as many pieces as six or eight hand packers. The Junior Ideal will quickly pay for itself in wages of hand labor saved.



Junior Ideal Caramel Wrapper

Write today for complete descriptions of Ideal Candy Machinery and prices.

IDEAL WRAPPING MACHINE CO.

Makers of Ideal Caramel Wrapping Machines

MIDDLETOWN NEW YORK

For Keeping Eskimo Pie in Perfect Condition—



The Grand Rapids Zero Brick Cabinet

Eskimo Pie, the new confection, which is meeting with such great success, must be kept in perfect condition to insure maximum sales.

Our Zero Brick Cabinet is ideally fitted for this purpose. The design is widely different from ordinary brick cabinets, one of the principal features being the separate covers for the Brick Tank and the icing compartment. The tank is held perfectly rigid—no floating. There is no chance of getting ice and salt into the brick compartment while icing.

The high efficiency of the cork-board insulation and construction means a constant low temperature and a minimum ice bill.

Take Advantage Now of Recent Price Reductions

Lower manufacturing costs enable us to give you the same high quality for which our line is noted at a lower price. Write today for prices and all other data.

Grand Rapids Cabinet Company

Successors to Chocolate Cooler Co.

50-58 Alabama Ave., N. W. Grand Rapids, Mich.

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The IMPROVED

Racine AUTOMATIC Sucker Machine

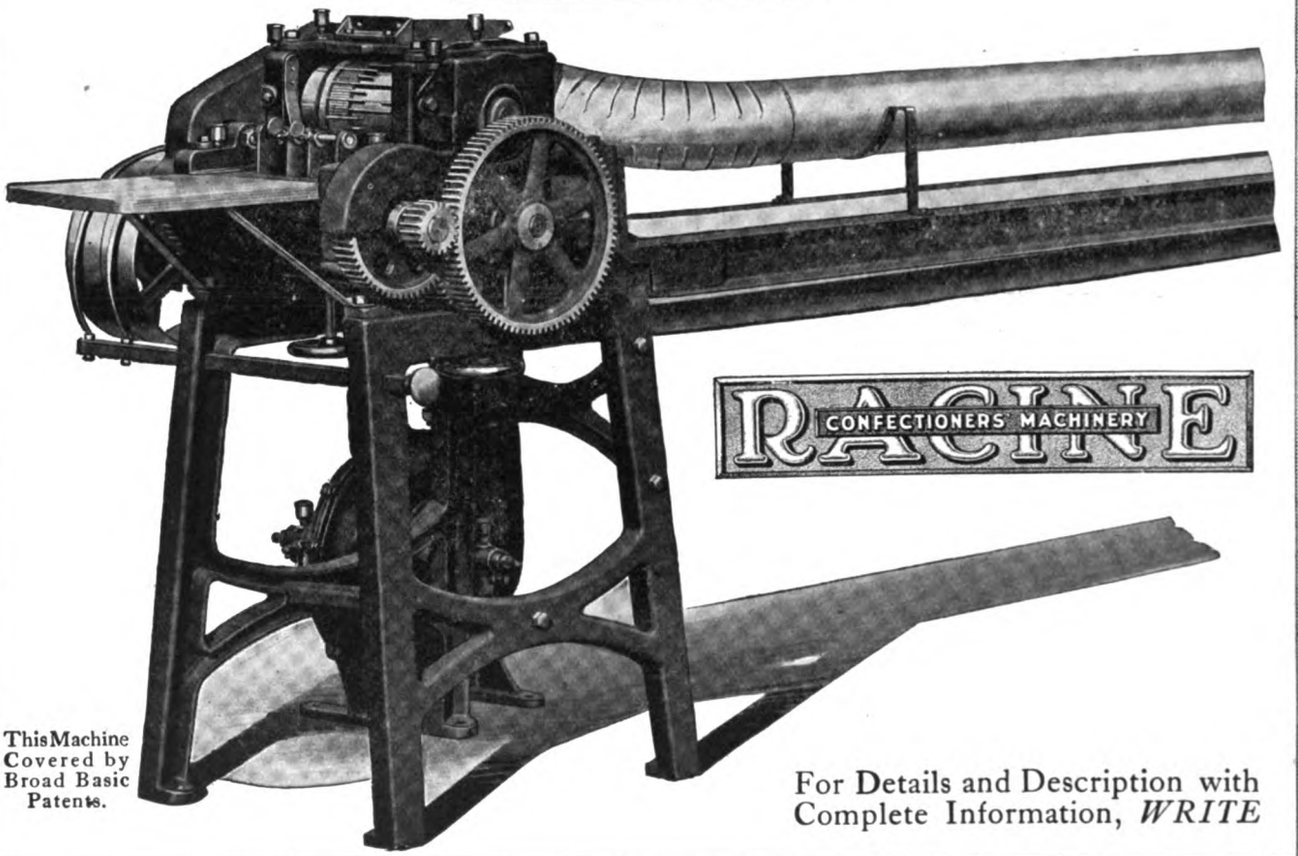
PRODUCES ON ONE MACHINE
BY A QUICK CHANGE
OF FORMING ROLLS

SUCKERS
ANY SIZE OR SHAPE
YOU WANT
30,000
OR MORE DAILY

SATIN FINISH GOODS
BUTTERCUPS
WAFFLES
PILLOWS
CHIPS
STRAWS

HARD GOODS
PEACH STONES
FRUIT TABLETS
COUGH DROPS
RASPBERRIES
ETC.

QUALITY QUANTITY ECONOMY



This Machine Covered by Broad Basic Patents.

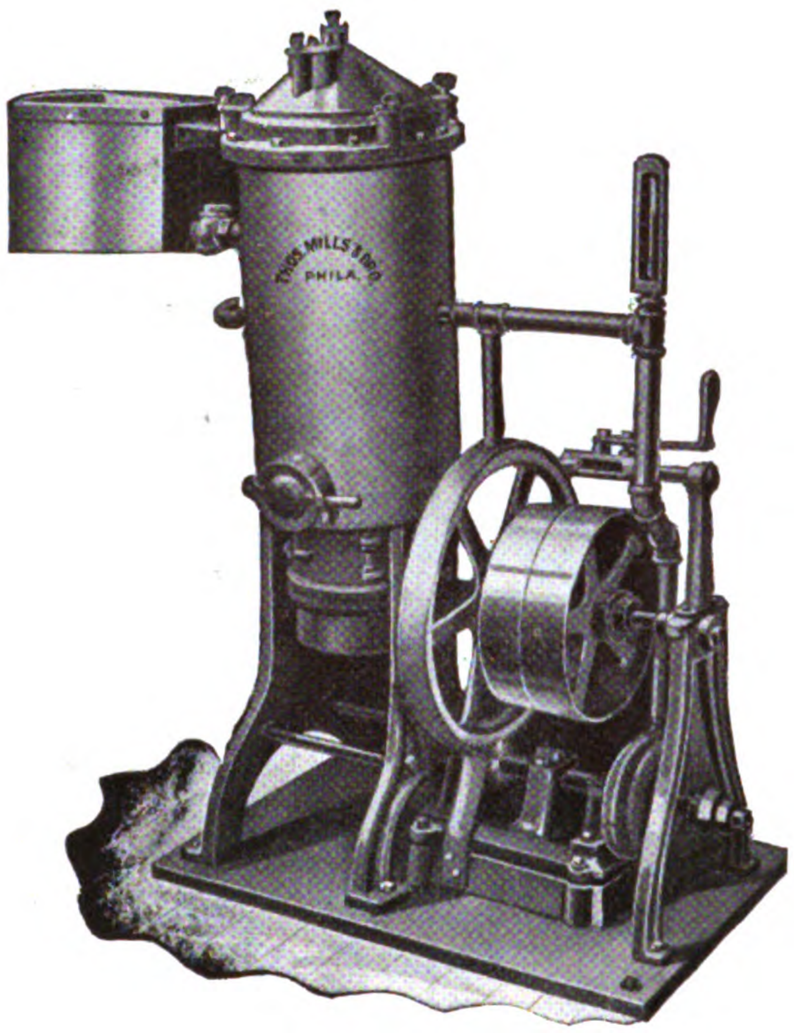
For Details and Description with Complete Information, *WRITE*

RACINE CONFECTIONERS' MACHINERY CO.
RACINE · WISCONSIN · U·S·A·

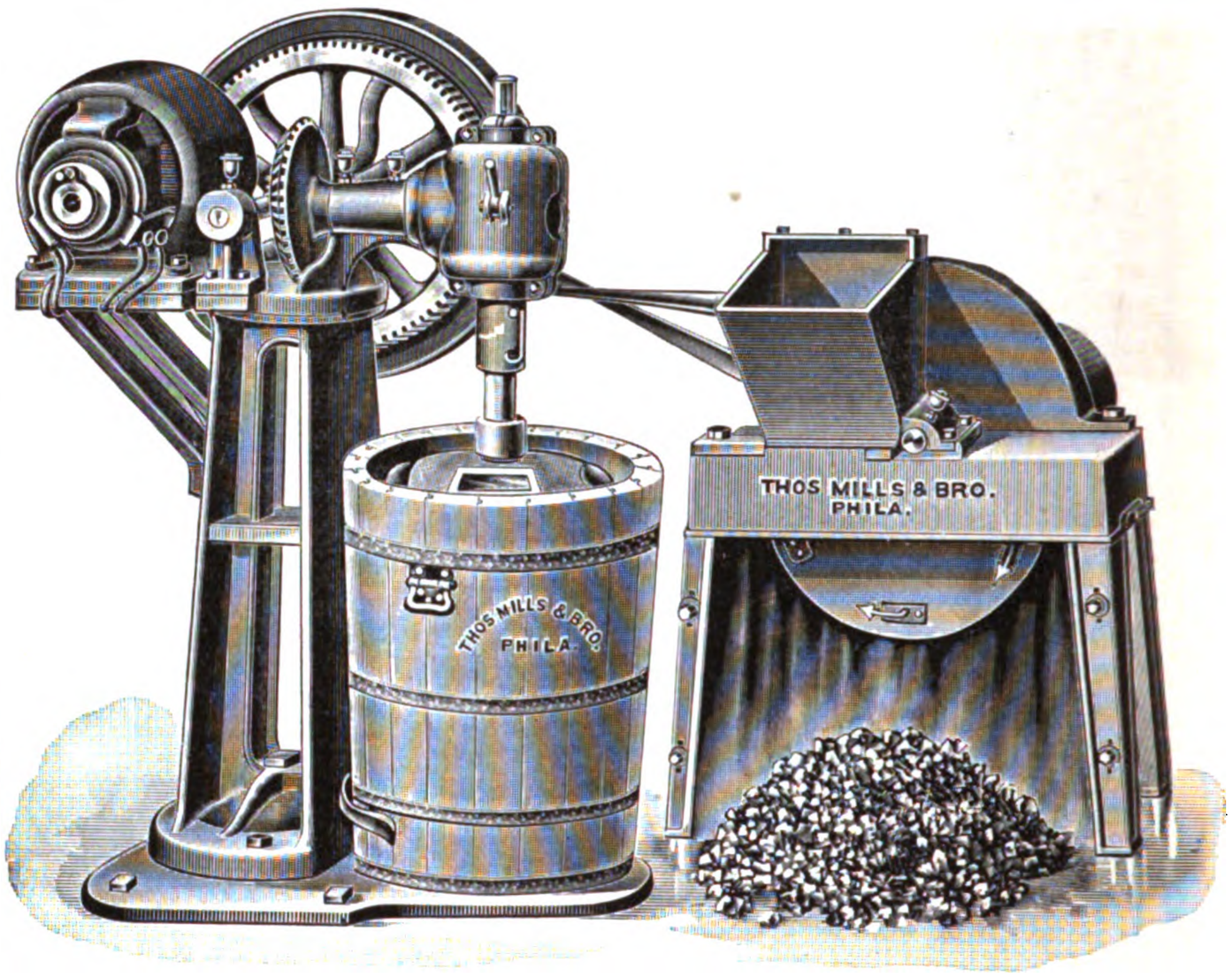
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Thomas Mills & Bro., Inc.

1301 to 1315 North Eighth St. **(Established 1864)** **Philadelphia, Pa.**



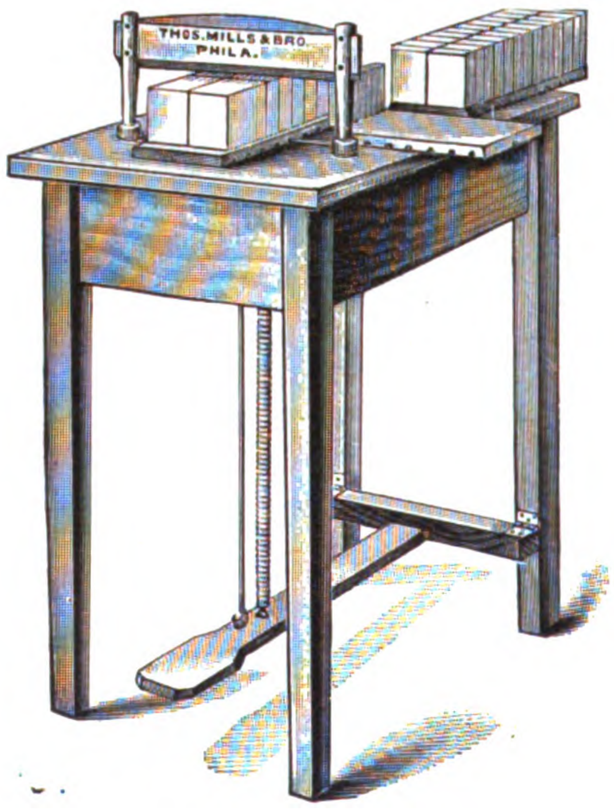
VERTICAL BRINE FREEZER.



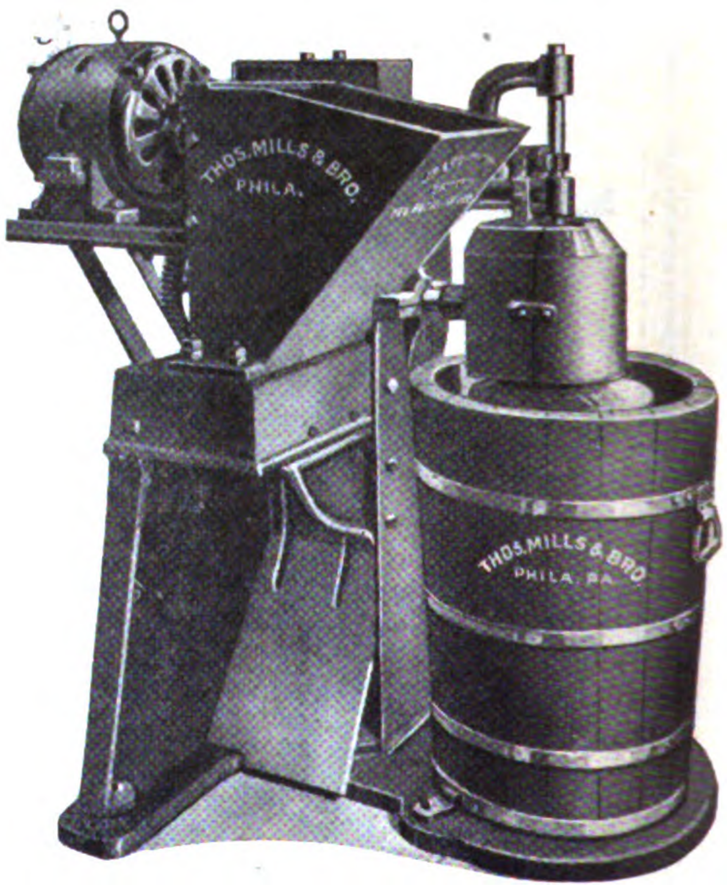
MOTOR DRIVEN MONITOR ICE CREAM FREEZER WITH PATENT DISC ICE BREAKER COMBINED.



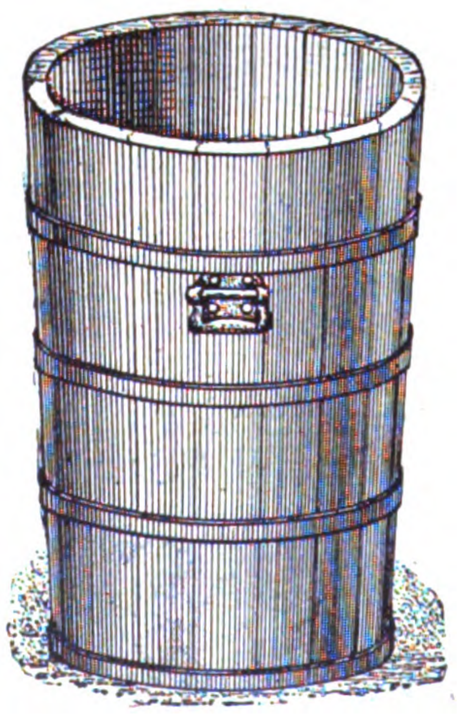
ICE CREAM CABINETS AND PORCELAIN LINED CANS.



ICE CREAM BRICK CUTTING MACHINE.



MOTOR DRIVEN SUPERIOR ICE CREAM FREEZER AND ICE BREAKER COMBINED.



EXTRA HEAVY CEDAR TUBS.



ALL STEEL CANS, ROUND AND RAISED BOTTOMS.



VISIT BOOTH 32



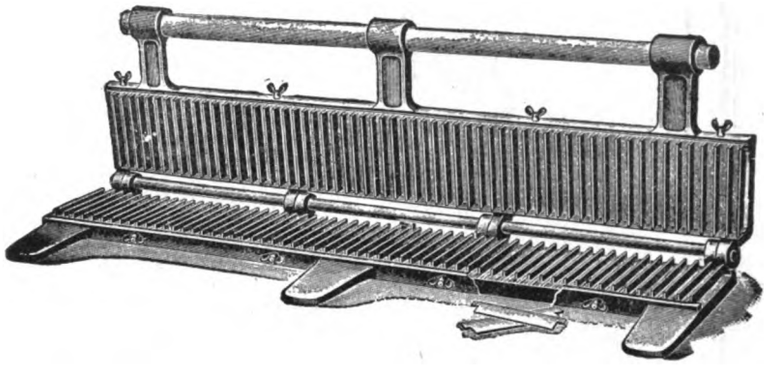
INDIVIDUAL METAL ICE CREAM MOULDS.

SEND FOR CATALOGUE ON ICE CREAM TOOLS AND MACHINERY

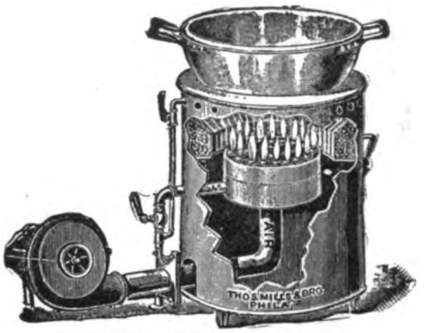
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Thomas Mills & Bro., Inc.

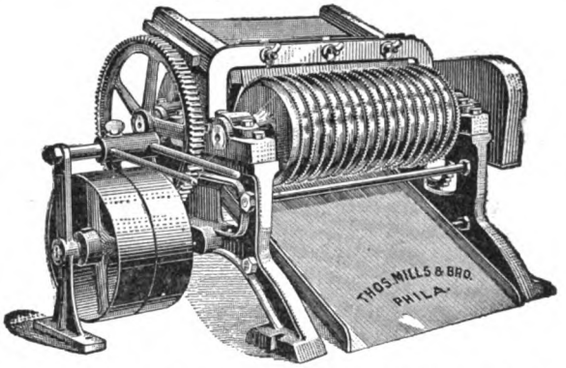
1301 to 1315 North Eighth St. (Established 1864) Philadelphia, Pa.



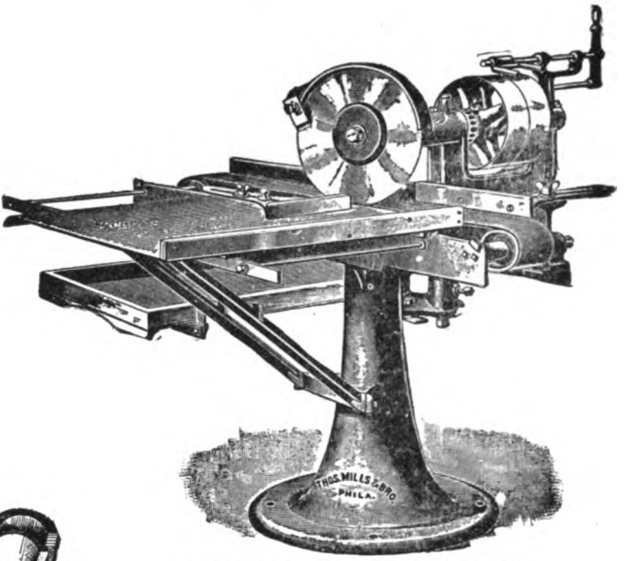
TWENTIETH CENTURY ADJUSTABLE CANDY CUTTER



FORCED DRAFT CANDY FURNACE



BALL MACHINE FOR COCOANUT, CREAM AND CHICLE



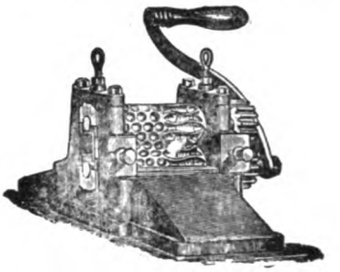
MONITOR NOUGAT CUTTER



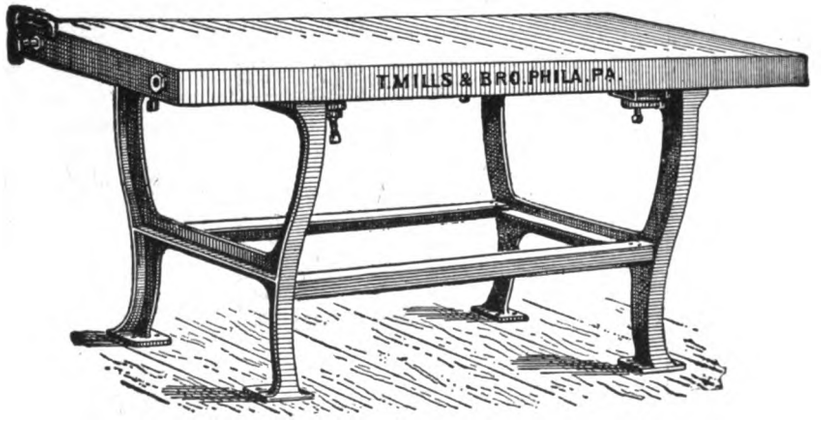
WATER MOULDS



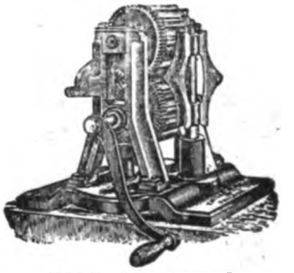
CLEAR TOY MOULDS



FRUIT DROP FRAME AND ROLLERS



MILLS CANDY COOLER



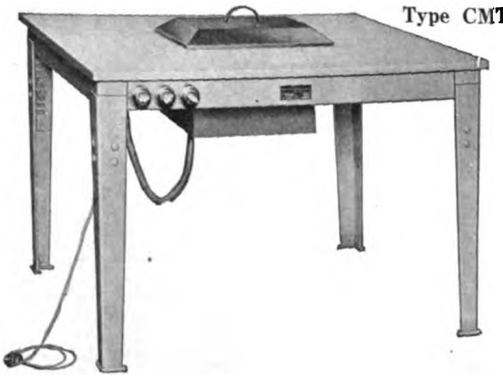
KISS OR LUMP CUTTING MACHINE

CATALOGUE SENT ON APPLICATION

Confectioners' Tools and Machinery **Ice Cream Manufacturers' Tools**

Bakers' and Cooks' Tools

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Type CMT-1

You, too, can make bigger profits.

Not by increasing prices or lowering quality but by *cutting* your production costs.

That's where International Electric Chocolate heaters will serve you best.

Seven heats controlled by three independent switches furnish the means of regulation necessary to break down and maintain chocolate at the correct working temperature.

The increased efficiency obtainable with the International means more uniformly coated chocolates — more saleable goods. It increases production because it provides rapid melting and ideal operating temperatures.

Write today for our Bulletin C2, describing our chocolate heaters and tables complete. Learn why you, too, can make bigger profits through reduced costs.

There are three grades of Nickel-Chromium Alloy Resistance wire made under the Marsh Patents. What grade did you get in your heater?

INTERNATIONAL ELECTRIC COMPANY
MANUFACTURERS
ELECTRICAL HEATING APPLIANCES
INDIANAPOLIS, U.S.A.

Distributed by

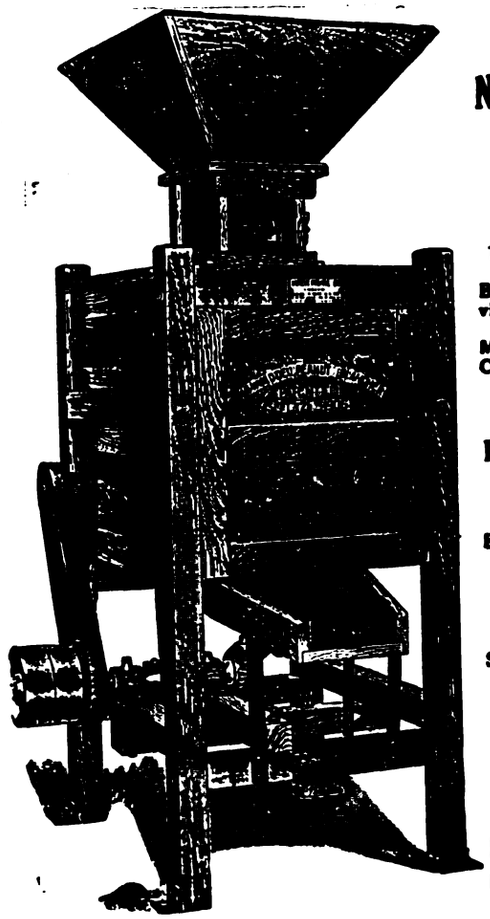
H. A. Johnson Co. Boston, Mass.
Crandall-Pettee Co. New York, N. Y.
Henry J. Walz Co., Inc. Buffalo, N. Y.
The Weidman Co. Cleveland, Ohio
Savage Bros. Co. Chicago, Ill.
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"International Electric Heaters Are Better"



The New Model Peanut Blancher

The Standard Peanut Blanching Device used by the leading Manufacturing Confectioners

Efficient
Economical
Practical

Equipped with Automatic Feed Hopper

Patented Sept. 25, 1905

Write for Complete Catalog

Lambert Machine Co.
Marshall, Michigan

W. B. Bertels & Son Co., Inc.

Wilkes-Barre, Pa.

MANUFACTURERS OF

PLAIN and LITHOGRAPHED CANS

OF EVERY DESCRIPTION

QUALITY

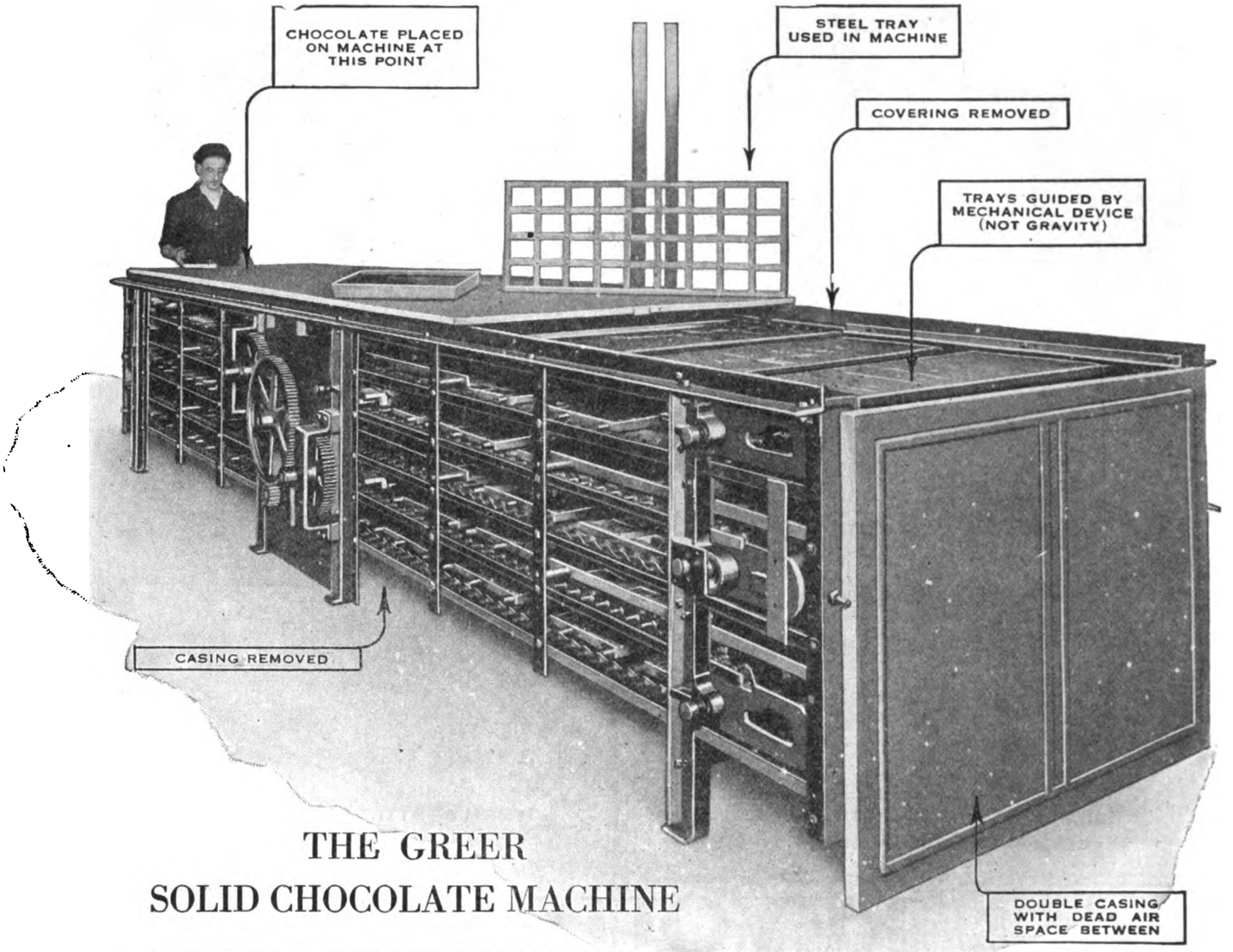


SERVICE

WE MAKE CANS THAT SELL YOUR PRODUCTS

Write for our Prices

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THE GREER SOLID CHOCOLATE MACHINE

Floor Space	Height Over All	Number Of Trays	Power	Weight Approximate	Shipping Weight Approximate
5 Ft. x 20 Ft.	3 Ft.	60 to 70	1 HP.	5000	5600

The Greer Solid Chocolate Machine is made along the same principle as the other Greer machines.

The Greer Solid Chocolate Machine saves 60% floor space.

Reduces the area of space that has to be cooled, and eliminates the expense of cooling the walls of a long tunnel. The latticed steel trays enable the cold air to come in direct contact with the mould or cake.

The machine is designed so the cold air can circulate through it freely, drawing the temperature from the chocolate as quickly as it can possibly be done, and cannot be surpassed by other mechanism.

The machine is substantially constructed, being made of best steel and iron, the chocolate being moved by extra heavy chain. We guarantee the machine to haul one ton of chocolate per revolution.

Practically all gears and mechanism are on outside of machine, which makes it very easy to adjust and more desirable.

The Greer Solid Chocolate Machine gives approximately 350 square feet of cooling space, total travel of chocolate approximately 100 feet. All the space required for the machine is 20 feet in length, 5 feet in width and 3 feet in height.

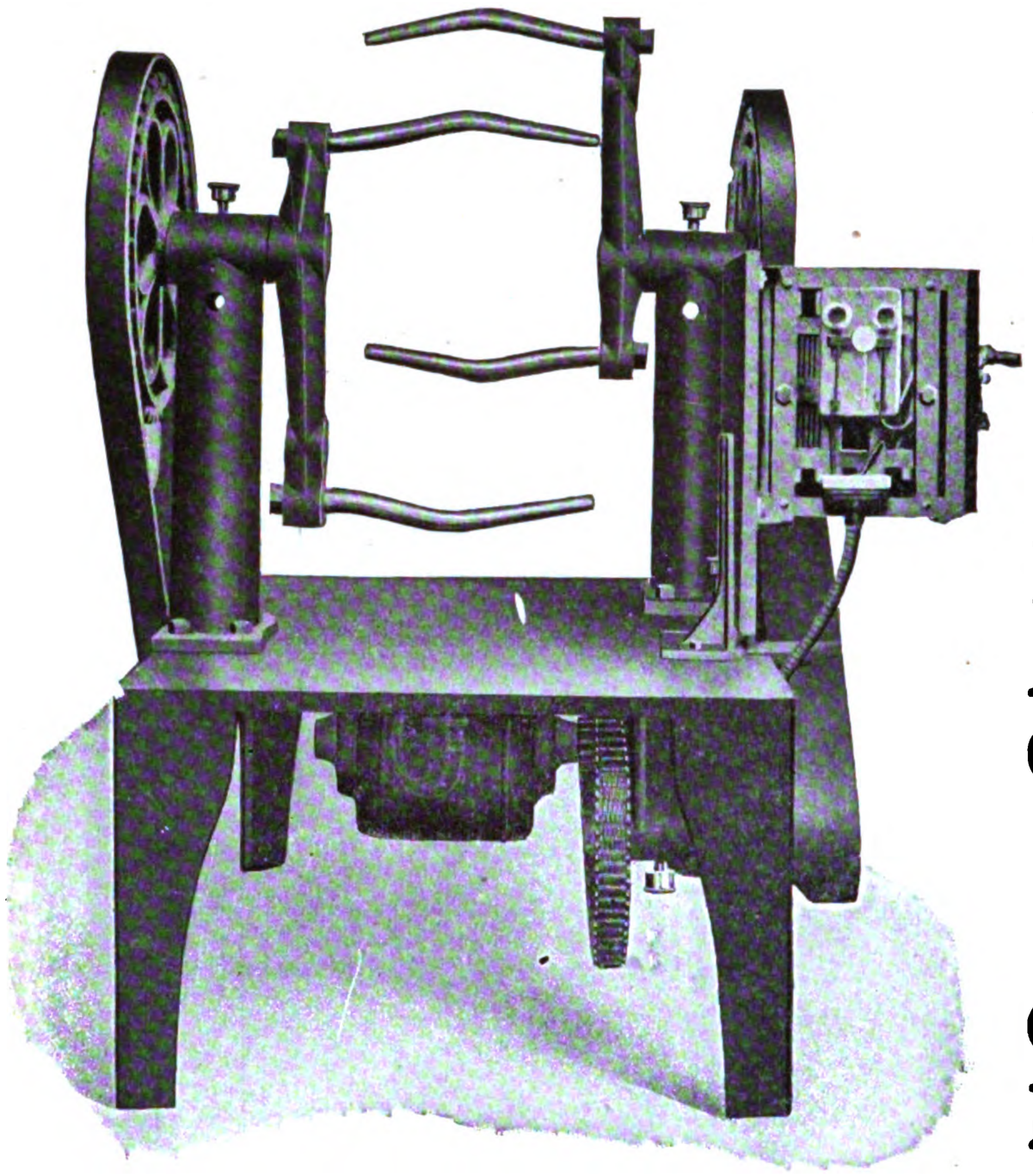
Time required for the goods to dry, which is done in one revolution, depends entirely on the thickness of chocolate and the temperature in machine. Machine can make a revolution (100 feet) every fifteen minutes.

The Greer Solid Chocolate Machine is so mechanically designed that a one horsepower motor operates it with ease, keeping a continuous flow of empty trays for the chocolate and brings the chocolate up to the top of machine where it is easily removed.

The Greer machines are patented. Imitators warned against infringements.

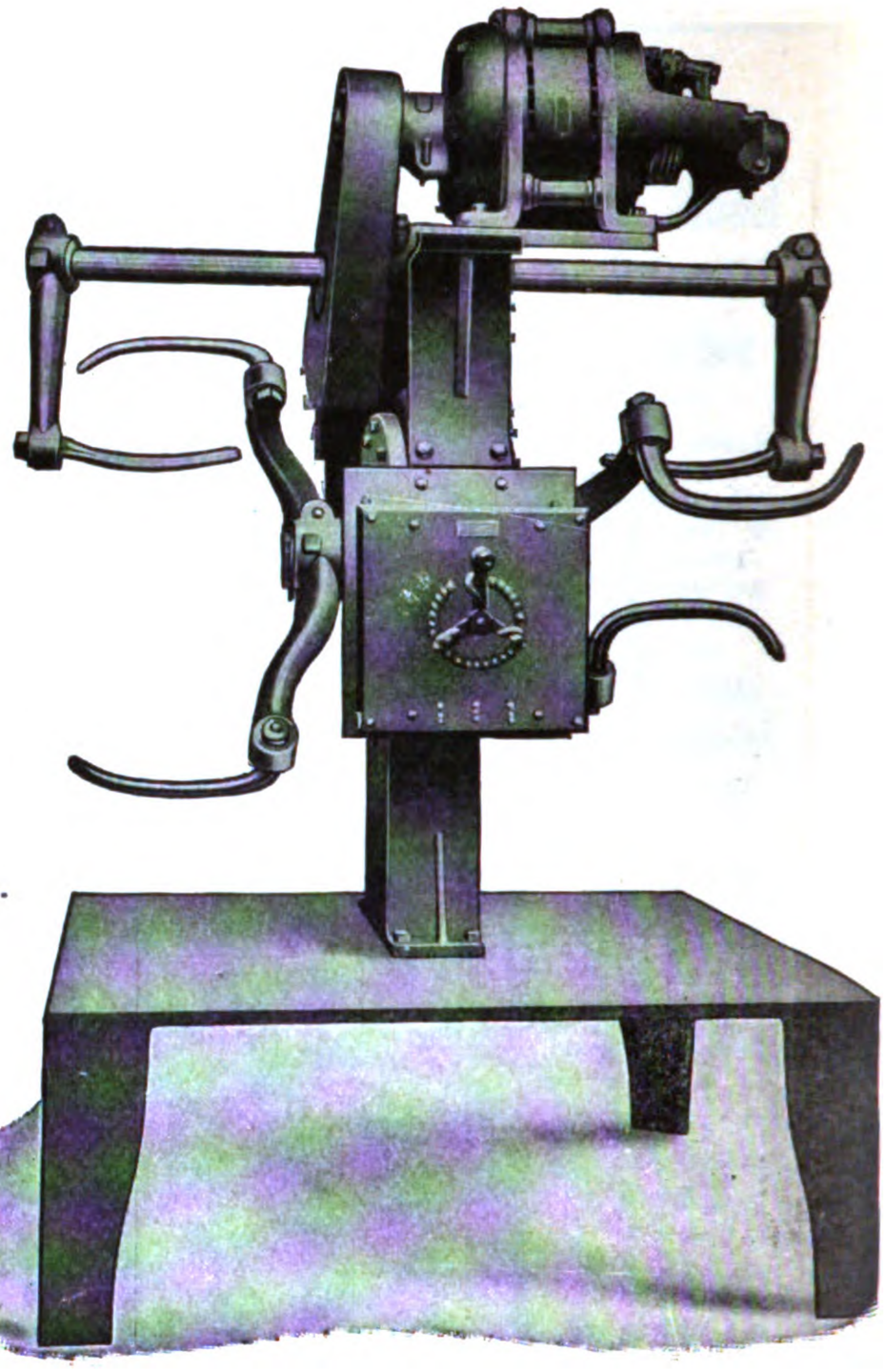
J. W. GREER CO. - - 139 Main Street, Cambridge, Mass.

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FORM 3 — STYLE D MOTOR DRIVE
Capacity 50 to 100 lbs. per batch

SATISFACTION



FORM 6—STYLE R TWIN PULLER—MOTOR DRIVE
Capacity 15 to 100 lbs. on each side

REVOLUTION

A GREAT revolution has taken place in the pulling of all kinds of candy by Hildreth's Patented Candy Pulling Machine. Before the year 1900 all pulled candy was done by hand labor, which was unsanitary and unsatisfactory. Three-fourths of the candy pulled in the United States to-day is done by Hildreth's machines. Note what the machines are doing in the factories all over the country. They are pulling hard boiled candy which is made into stick candy, broken candy, chips, buttercups and all other hard boiled goods which are ordinarily pulled by hand.

Hildreth's machine will pull hard boiled goods in from two to three minutes. The machine also pulls molasses candy, either high or low cooked. It will also pull all kinds of chewing candies, high or low cooked, in about eight minutes. You can increase the batch about 20% in bulk over ordinary hand pulling. Your increase in penny count goods is about 20%. The machine pulls caramels and caramel mixtures.

You can work up your scrap and pull it on the machine and make good candy, where it is almost impossible to do so by hand labor, thereby saving the waste.

The machine pulls chewing gum as well as candy. The machine also pulls shoemaker's wax as well as candy. It also pulls a certain kind of white varnish as well as candy. In fact, it pulls anything that is pulled by hand.

You can use a lower grade of sugar, and make as good goods with the machine as you can with a higher grade of sugar by hand labor, thereby a saving in profits. With the machine you can pull every batch alike, making the candy whiter, lighter and uniform, which is of great value to all manufacturers.

The machine is ready to work at all times, day or night, without getting sick, tired, lazy or going on a strike, which is of great value to all manufacturers.

We have machines that pull from 10 to 25 lbs. at each batch, and from that size up to 300 lbs. at one pulling; so that if any manufacturer has much candy to pull he is losing money every day that he does not have one of our machines. In fact, it gives him absolute control over his pulling room, as well as saving a lot of money which would ordinarily be paid out in hand labor.

We do not sell the machines, but lease them by the year.

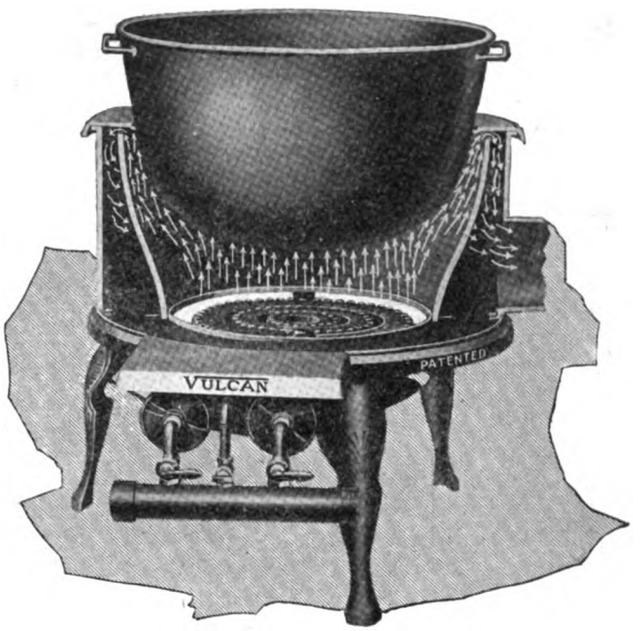
Write for descriptive catalogue and full particulars.

ADDRESS

H. L. HILDRETH CO.

549-559 Albany Street BOSTON, MASS., U. S. A.

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A Quick, Intense Heat Without Motor or Blower

This powerful, heavy-duty furnace will raise 50 lbs. of sugar and 12 lbs. of water to 340 degrees in less than 24 minutes without motor or blower.

VULCAN CANDY FURNACE

Note, from arrows in illustration how heat is directed, and concentrated, against sides as well as bottom of kettle.

This Powerful 3-ring burner is single piece, cored casting. There are no cemented joints to cause leaks.

Graduated ring top permits use of any size kettle.

Economical, sturdy, dependable. Write for folder.

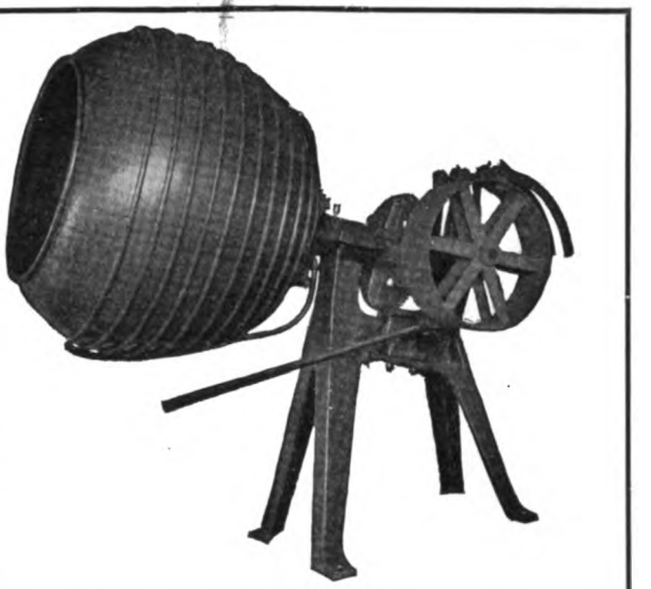
Wm. M. Crane Company

16-20 W. 32nd St.
New York City

Pacific Coast Distributors:
Northwest Gas & Elec. Equip. Co.
Portland, Ore.

Sold by Gas Companies and the following dealers:

Atlanta, Ga.
Bessire & Co., Inc.
Baltimore, Md.
The August Maag Co.
Geo. H. Wahmann Mfg. Co.
Boston, Mass.
H. A. Johnson Co.
A. A. Knights & Son
Jos. Middleby, Jr., Inc.
Three Millers Co.
Buffalo, N. Y.
Henry & Henry
H. J. Walz Co.
Emil A. Saenger
Cincinnati, Ohio
American China and Glass Co.
Hilker & Bletsch Co.
Cleveland, Ohio
Bruce & West Mfg. Co.
The Weideman Co.
Columbus, Ohio
Central Ohio Supply Co.
Dayton, Ohio
C. S. Ball Candy Co.
Detroit, Mich.
Foersterling Bros. Co.
E. B. Gallagher & Co.
Grand Rapids, Mich.
E. B. Gallagher & Co.
Houston, Texas
Houston Wholesale Conf. Stove Co.
Indianapolis, Ind.
Bessire & Co., Inc.
Los Angeles, Calif.
Standard Equipment Co.
Southern California Supply Co.
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Coating and Polishing Pans
for Gum, Almonds and Peanuts

Tight and loose pulley; clutch or motor drive

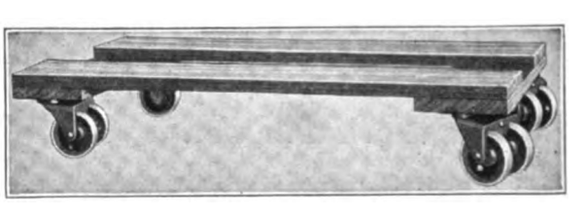
Let us figure on your needs

The Bucyrus Copper Kettle Works Co.
1874-1921
Bucyrus : Ohio

The Perkins Adjustable Dry Room

Saves fifty per cent. of your steam. Gives uniform work at all times of the year. Dries much faster. (Saves space, trays and trucks.) Perfectly clean. Easy to operate. Simple to install. Is not expensive. Hundreds in use.

Write for descriptive Bulletin No. 100, and prices on candy truck.



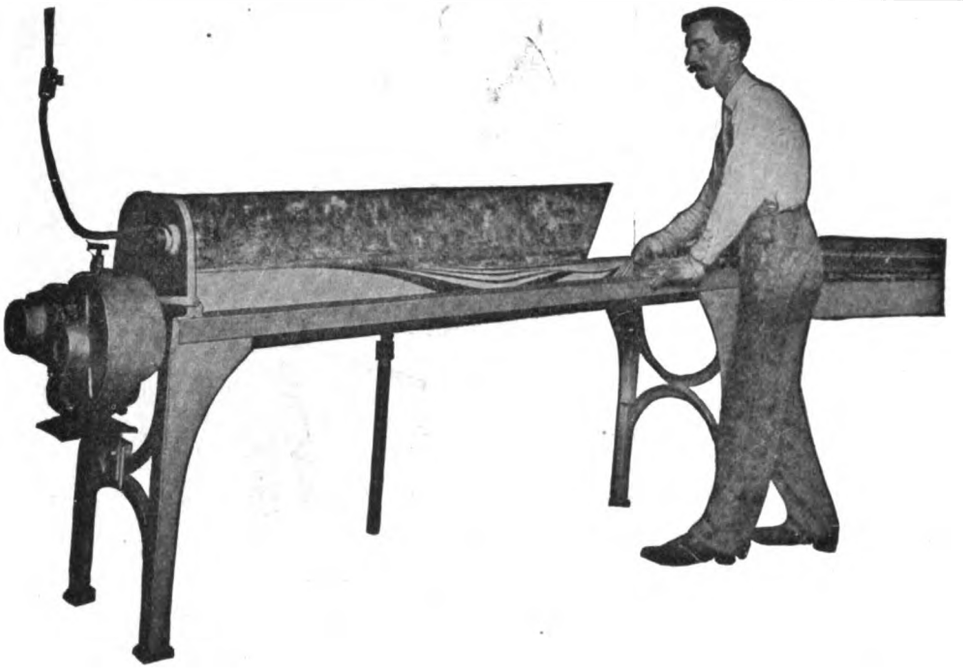
PERKINS "ONE MAN" TRUCK

Elmer E. Perkins Company
Manufacturers

Offices
Wrigley Building, Chicago

Shops
Bradley, Illinois

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The N. W. York Batch Roller

Patented March 18, 1911

A Great Labor Saving Device

All kinds of work are handled on this machine. Crystal Rock is made easy. All kinds of Mixtures, Taffy Goods, Kisses, or anything in the candy line that is to be kept round is done so with this machine. It is a wonder for Buttercups or all soft-center work. Soft-center goods will not break out of cover on this machine like they do on the old spinning board.

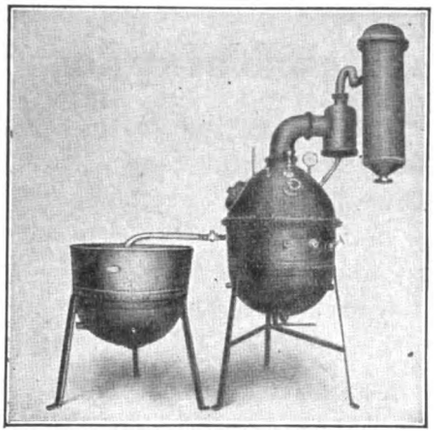
For making Little Sticks and all pure sugar goods, this machine fills a long-felt want. It keeps your batch at an even temperature all the time, and will operate either way at will of operator. Manufactured by

This machine will be sent to you on thirty days' trial. Why not give one a trial? Ask us about it.

EUROPEAN AGENTS:
W. H. BEERS & SON, Ltd., Imperial House, Kingsway, London W. C. 2, England.

C. C. YORK

225-227 E. Maryland Street, Indianapolis, Ind., U. S. A.

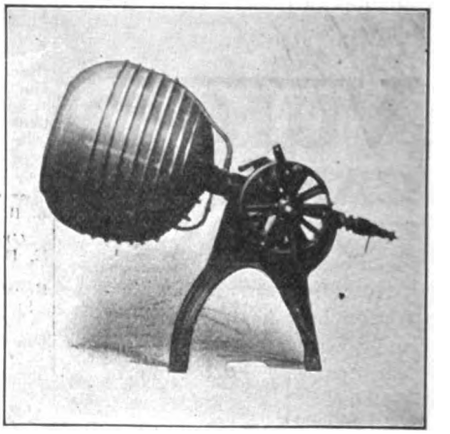


Latest Improved Vacuum Pan

We have been in Coppersmithing Business for generations hence our name

"KOPPERMAN"

Don't you think we ought to know how?

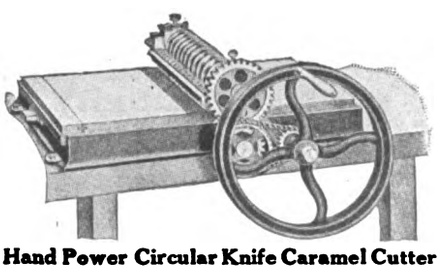


Revolving Pan

JOS. KOPPERMAN & SONS

Copper Work and Confectioners' Machinery

307-311 Florist Street **Philadelphia, Pa.**

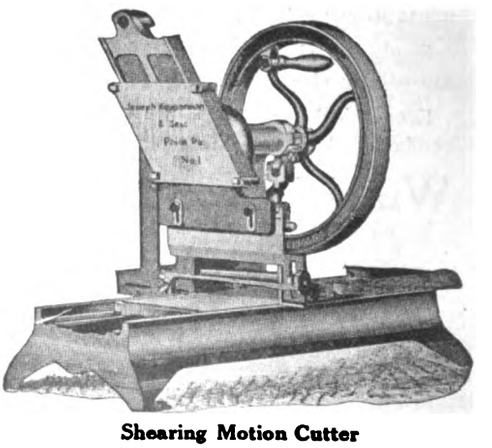


Hand Power Circular Knife Caramel Cutter

We manufacture any kind of Copper Kettle for steam or fire or vacuum *with or without mixers.*

All kinds of sizing, cutting, coating and cooling machinery

We furnish any piece of machinery used in a candy factory



Shearing Motion Cutter

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Simplex Vacuum Cooker Facts

THE Simplex Vacuum Cooker will make a better hard candy at a lower cost than is possible by any other known method.

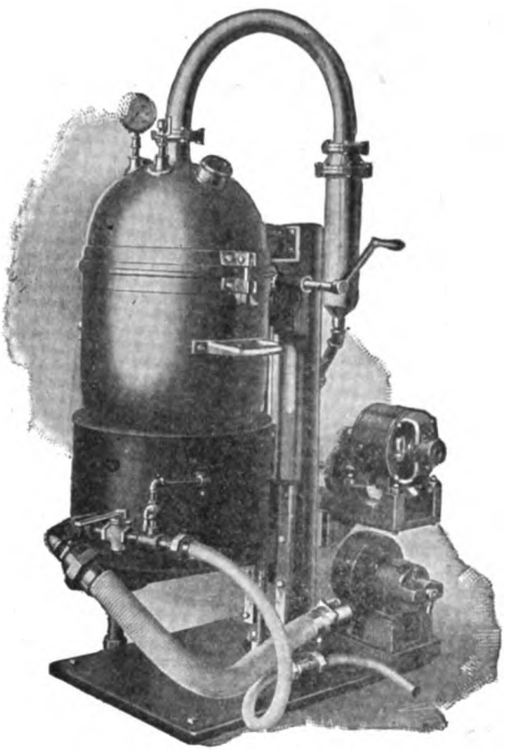
The flexibility of the Simplex Vacuum Cooker, recommends itself to the manufacturer who wishes to cook a variety of batches, both as to size and combination of raw material.

Using the Simplex Vacuum Process you will obtain **a clearer and drier candy** due to the moisture and air having been extracted by Vacuum, consequently when pulled and spun results in a whiter product and **more lustrous satin finish.**

Candy made the Simplex Way will not sweat from the inside, therefore, it will not stick; **it will keep longer.**

A great percentage of scrap can be used in the Simplex. **A larger percentage of glucose or corn syrup can be used** than in other methods, producing a better candy.

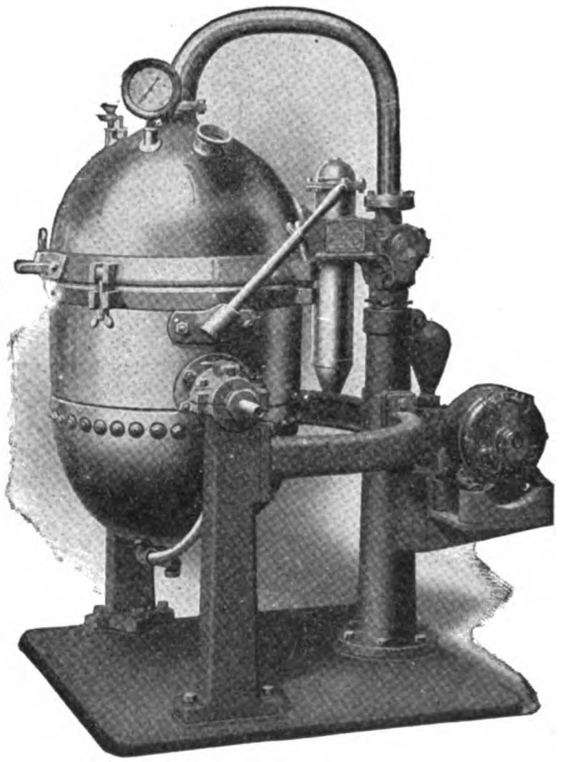
Candy made the Simplex Way will be sweeter because it is not cooked to a high degree over fire or steam, which dissipates the sweetness.



Simplex Gas Vacuum Cooker

(Process Pat. June 30, 1914)
Patents April 20, 1915, November 30, 1915

Space 2x4 ft.	Height 6 ft.	Power ½ H.P.	Capacity; 25 to 100-lb. Batches	Weight 1200 lbs.



Simplex Steam Vacuum Cooker

(Process Pat. June 30, 1914)
Patents April 20, 1915, November 30, 1915

Space 4x6 ft.	Height 6 ft.	Power ½ H.P.	Capacity, 50 to 200-lb. Batches	Weight 2500 lbs.

A batch cooked in a Simplex Vacuum Cooker is **ready to work immediately after it is poured on the slab.**

The machine is simple in design and made of the highest grade material. **It does not require mechanical knowledge nor skill** to operate it successfully.

The Simplex Vacuum Cooker has proved the test in years of successful usage among some of the highest grade manufacturers in the United States as well as in foreign countries.

OVER 400 IN USE

Vacuum Candy Machinery Co.

326 W. Madison St. CHICAGO, ILL.
74 Pearl St. JERSEY CITY, N. J.

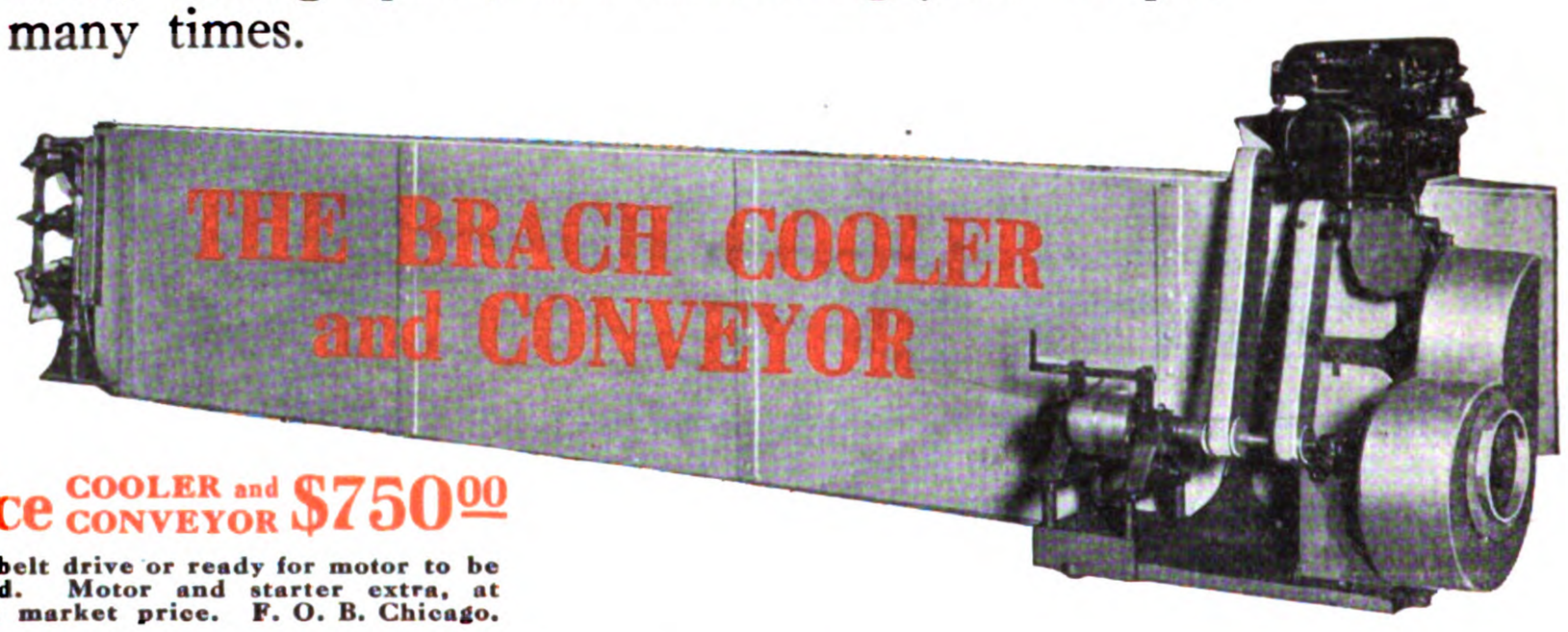
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The BRACH Continuous BUTTERCUP STRAW and WAFFLE MACHINE

This Is the Only Machine Made That Will Cut a Large Variety of Pillow Shaped Hard Candy Without Change of Machinery

High Speed—No Delays—Greatly Increased Output!
The very high speed of 1500, 3000 or 6000 pieces per minute is secured by the continuous, practically self-feeding operation. With a little experience, 100 pounds of soft or hard center goods can be turned out in ten minutes. One machine takes care of three sets of spinners, cutting down labor costs, saving space, and increasing your output many times.

Ask Any of Our 300 or More Satisfied Users!



Price COOLER and CONVEYOR **$750.00**

Either belt drive or ready for motor to be mounted. Motor and starter extra, at current market price. F. O. B. Chicago.

THE BRACH COOLER AND CONVEYOR is an exceedingly compact unit, occupying but about one-third of the space ordinarily used. used. It has the capacity of a straight convey or of 105 feet, if the goods comes out in a single line, or with web. But if used in connection with my Buttercup Machine, which cuts the goods off completely, allowing them to spread over the belt, the cutter running five times the speed of the conveyor belt, would give a cooling capacity equal to 525 lineal feet.

DIMENSIONS
Length . . . 17 Feet
Width . . 14 Inches
Base where motor and fan are connected is 30 inches wide.
Height . . 32 Inches

NOTE
Can furnish COOLER and CONVEYOR separate or in one compact unit connected with motor and starter to my Worm Gear Drive BUTTERCUP STRAW and WAFFLE MACHINE

WARNING!

On account of the extraordinary popularity of this machine, there is being made and sold as a genuine Brach machine an imitation cutter which infringes on my patents. NOTE—each machine bears a serial number of which we hold an exact record that we may know to whom every machine of our make is sold. To avert trouble make sure you are buying a genuine Brach Continuous Buttercup Machine. We will prosecute all sellers and users of infringements.

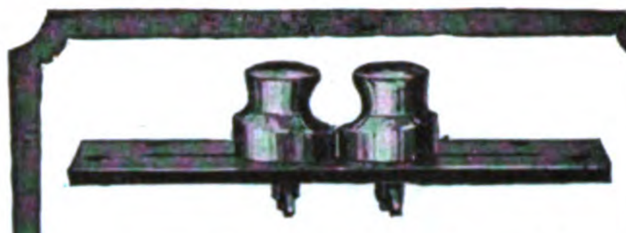


Showing a Brach Machine used with a York Batch Roller which I can supply in 6, 7 and 8 foot lengths at regular prices

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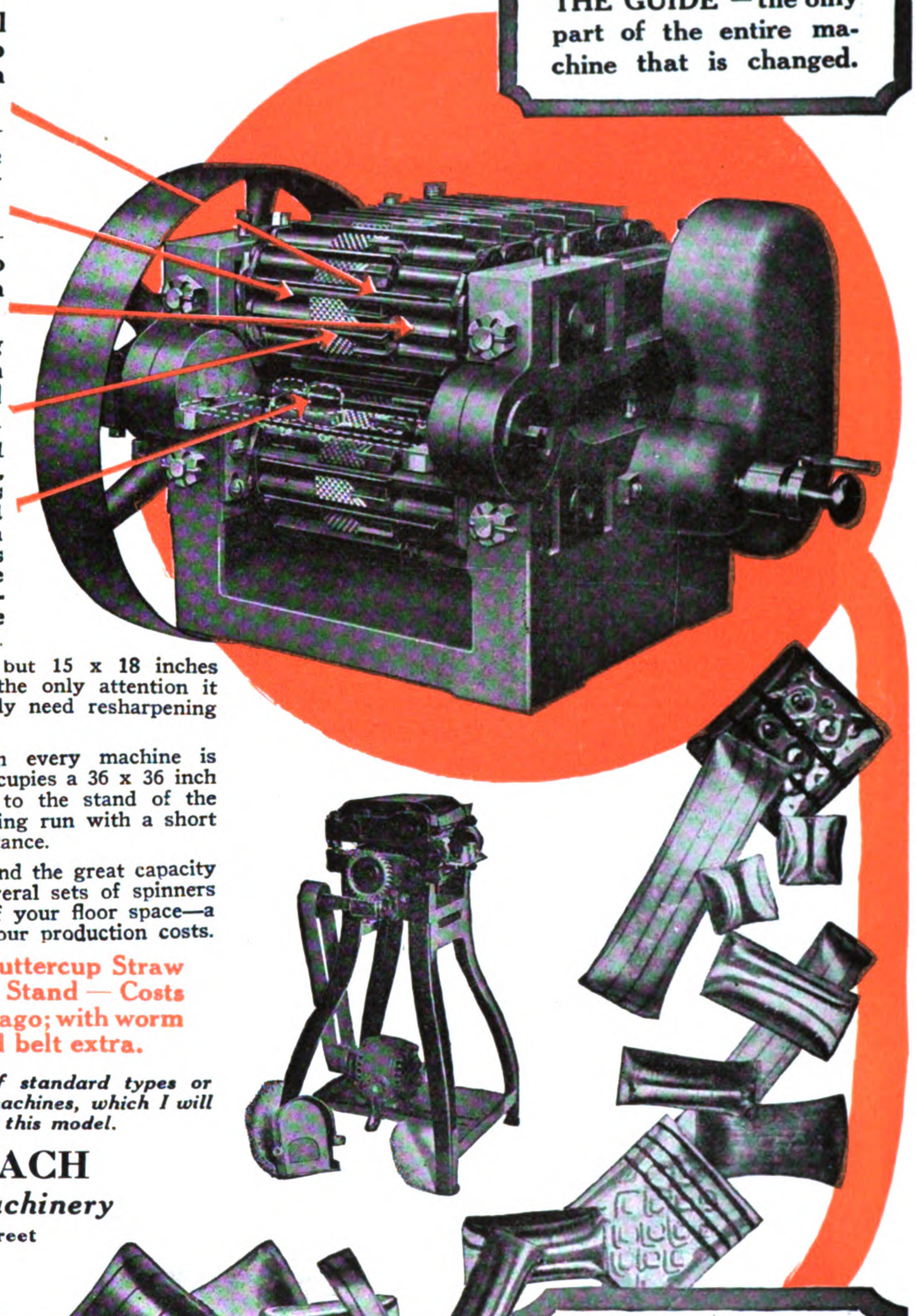
MY LATEST—The Worm Gear Drive

The addition of a worm gear drive to my latest model, which performs the work of four machines, makes it a model of efficiency.



THE GUIDE—the only part of the entire machine that is changed.

1. ***Baby Kisses***—Any small piece 3/8 inch long and up to 3/4 inch wide are cut on this series of knives.
2. ***Pillows, Chips, Straws***—3/4 inch long and 1/8 to 1 1/2 inches wide are cut by this set of knives.
3. ***Straws, Chips, Pillows***—1 1/2 inches long and 1/8 to 1 3/4 inches wide are cut on this series of knives.
4. ***Waffles*** — 3/4 inch long and up to 3/4 inch in width are cut and stamped with this series of knives.



THE GUIDE—indicated by dotted lines, and illustrated separately, has two peculiarly shaped knurls which may be so turned and separated as to regulate the batch to any width from 1/8 to 1 3/4 inches as desired. Adjustments are made by simple thumb screws. An experienced operator can feed the machine without using the guide.

THE MACHINE MEASURES but 15 x 18 inches over-all. Once set up, oiling is the only attention it requires. The knives will probably need resharpening about every five years.

THE STAND SUPPLIED with every machine is strongly made of cast iron, and occupies a 36 x 36 inch floor space. The motor attaches to the stand of the new worm gear drive machine, being run with a short belt—a safety protection of importance.

SAVES SPACE: The small size and the great capacity of this machine, which enables several sets of spinners to use it alternately, saves 75% of your floor space—a very important item in reducing your production costs.

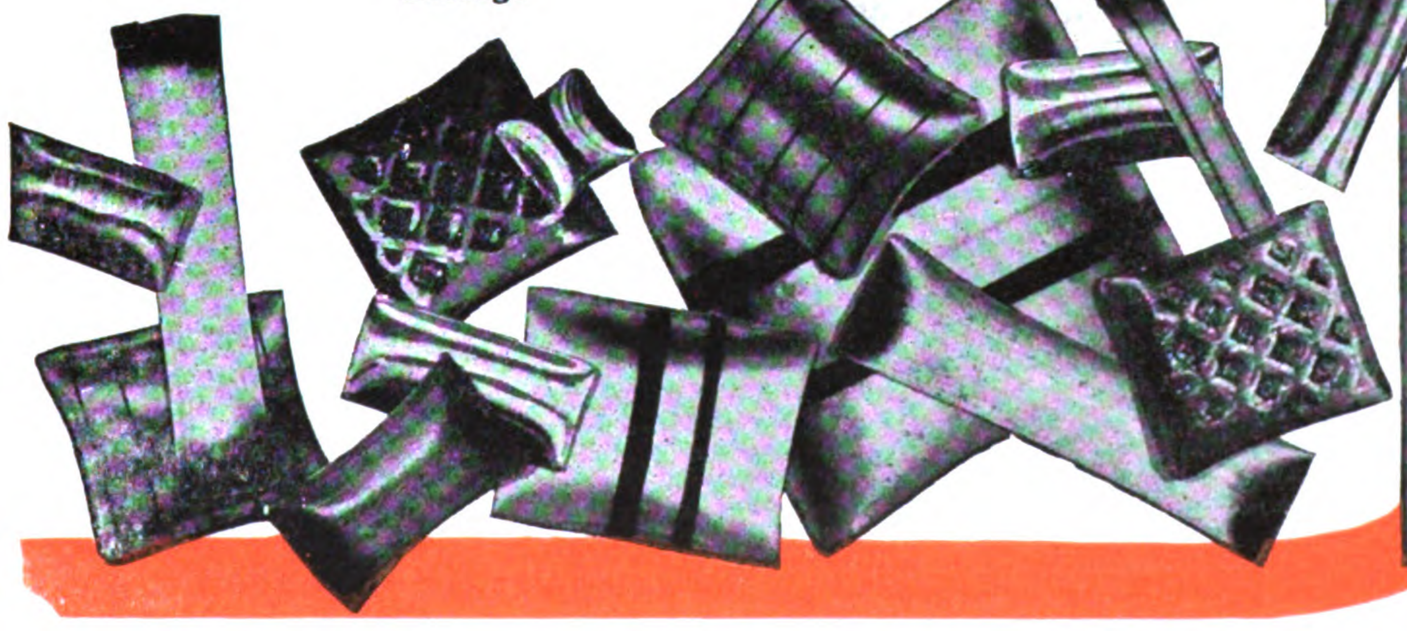
The BRACH Continuous Buttercup Straw and Waffle Machine with Stand — Costs Complete, $850, F.O.B. Chicago; with worm gear drive $900; motor and belt extra.

NOTE: I have a limited number of standard types or motors for the worm gear drive machines, which I will supply at current prices to buyers of this model.

EMIL J. BRACH

Confectionery Machinery

215 West Ohio Street
Chicago

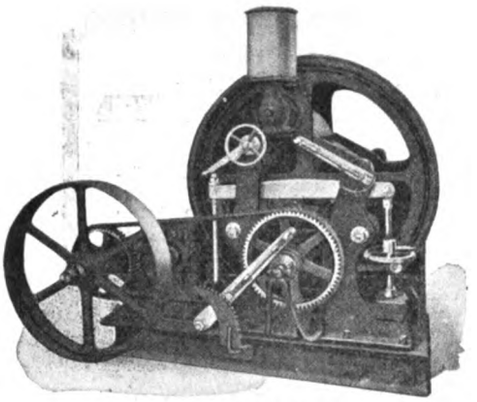


30 DAYS FREE TRIAL

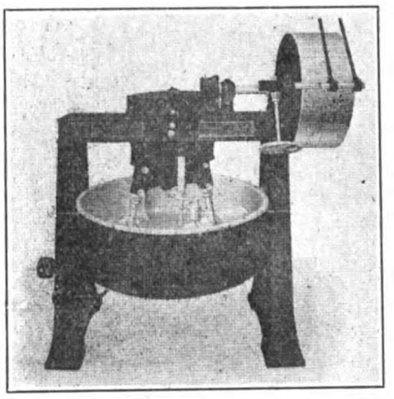
(In U. S. Only)

Arrange to have a machine sent you on 30 days' free trial and prove to your own satisfaction its labor-saving, profit-making qualities.

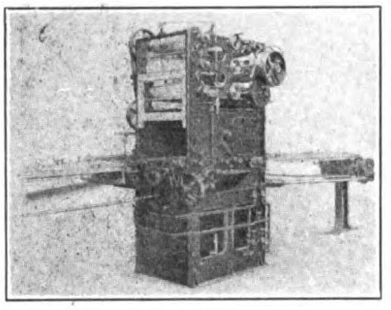
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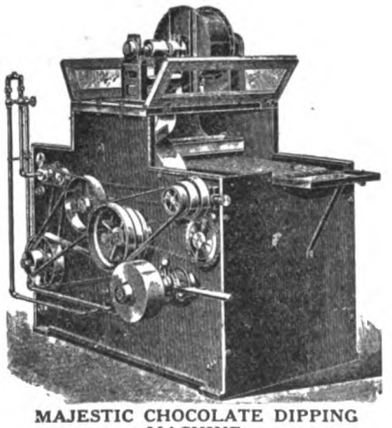
KOHOLODOS



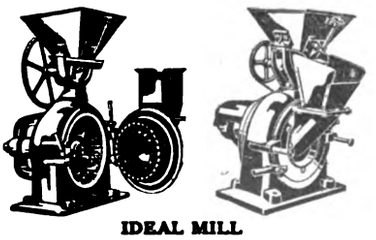
UNIVERSAL CONCHE



GRAND CHOCOLATE DIPPING MACHINE



MAJESTIC CHOCOLATE DIPPING MACHINE



IDEAL MILL

KOHOLODOS—A machine of genious workmanship, will refine chocolate from the bean up. NO DISKS. One man labor required for a few hours a day. Will turn out 1,500 pounds per day Coating or Moulding Chocolate at a saving of at least 6 cents per pound in your coating, will furnish full advice as to the manufacturing of coating and other chocolate. Small space required.

UNIVERSAL CONCHE—Latest Patent out, will do as much work in ten hours that six horizontal conches will do in SEVENTY-TWO HOURS. Fine machine for coating and chocolate and will also take the place of the REFINER and MELANGEUR. Capacity 1,200 pounds. No machine that was ever invented in the chocolate business ever took or sold as fast as the UNIVERSAL CONCHE is selling, with repeat orders.

"GRAND & MAJESTIC" Chocolate Dipping Machine—a far better machine than any machine known on the market. Every part interchangeable. New Patent Ball Bearing Fan that runs in Oil. Steam, Gas and Electric heating attachment, with cooling and packing of the belt, or without. Save 25 per cent and get a better machine.

"Latest Patent Sugar Mill. Will grind to any fineness direct. No bolting or sifters required.

Automatic Quadruple Presses for fancy filled hard goods. One-man operation. With a capacity of 2,000 pounds per day. No waste.

LATEST PATENT CHOCOLATE HOLLOW MOULD FILLER, will fill the mould, knock the mould, turn the mould to drain out center and carry it to cold room. All automatic. The greatest labor-saving machine with a capacity of many thousand pounds daily. One operator.

Wrapping and Packing Machinery for all descriptions of work. New Tin Foil Wrapper, will wrap any shape from ⅜ to 1½ inches. Package Machinery will make the package, fill the package, seal and label the package.

J. FRIEDMAN

EXPERT—Specializing for the Candy and Chocolate Industry.

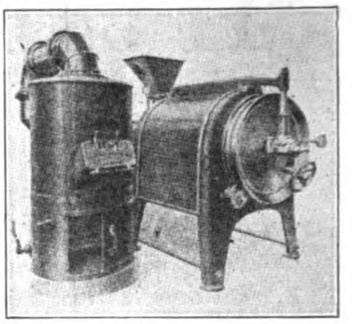
214-226 East 22nd St., New York, N. Y.

Complete and largest line of Candy Machinery, Chocolate Machinery, Cocoa, Butter and Cocoa Powder Plants, Chocolate Dipping Machines, Wrapping Machines, Package Making, Filling, Sealing and Labelling Machinery, CHOCOLATE MOULDS, etc. "LOOKING FOR A CERTAIN MACHINE? Yes, I HAVE IT."

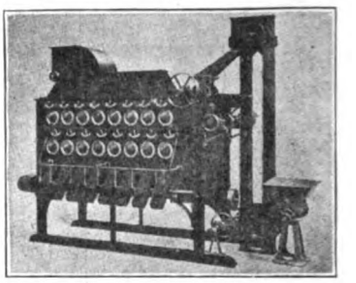
Established since 1892

Cable Address—"JACKFRIED NEWYORK"
A. B. C. Code—5th Edition Used

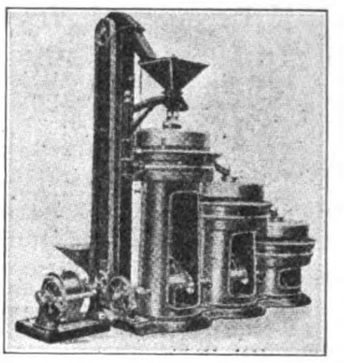
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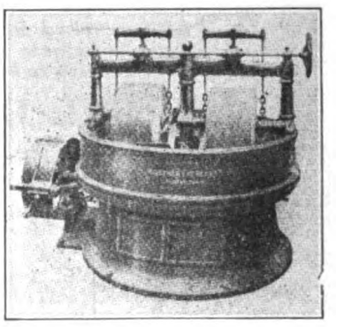
COCOA BEAN ROASTER



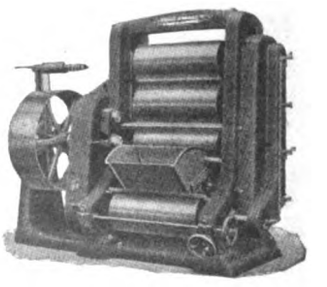
CRACKER AND FANNER



TRIPLE MILL



MELANGEUR

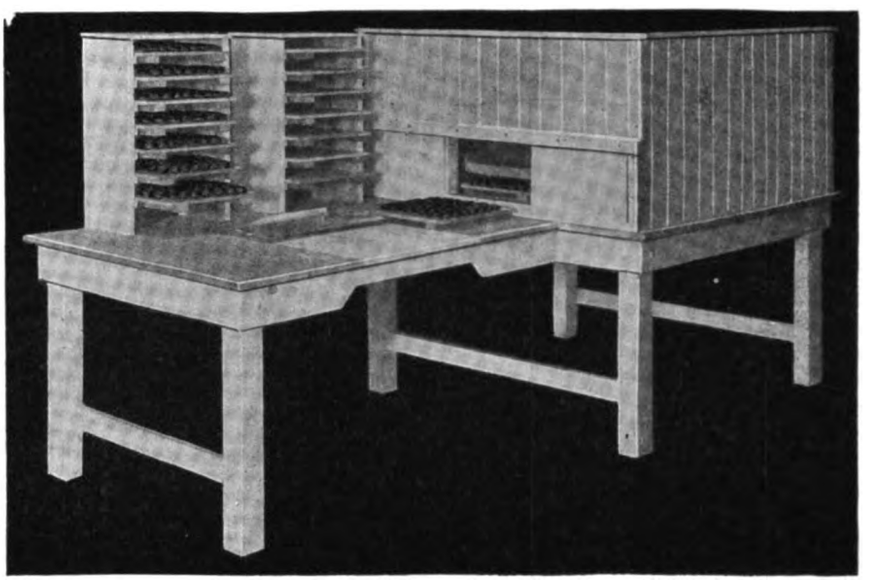


REFINER

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Increased Sales 200 %

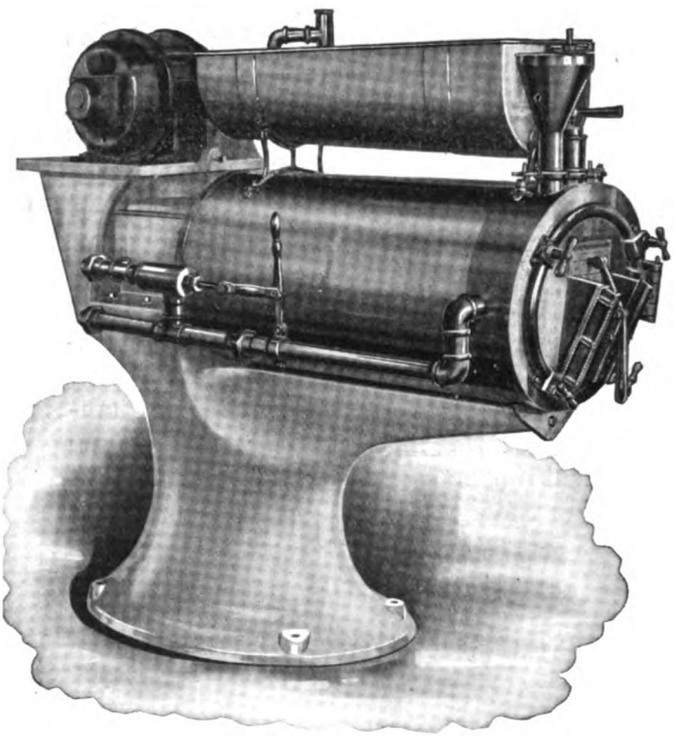
MODEL No. 11, PATENT APPLIED FOR



This is the free-will testimonial from one user of the MODEL 11 DEMPSEY CHOCOLATE DIPPING AND COOLING APPARATUS during a period of two months' operation. You can do the same. He has the apparatus in his store and dips chocolates where the public can see the process. The dipper is attired in immaculate linen, wears one of our "SANI DIPPING GLOVES," and is surrounded with an atmosphere of cleanliness and sanitation. The fresh made, glossy goods give the public the buying impulse that forces sales. The results will astonish you. The moderate price will please you. Back of it all stands our guarantee of satisfaction. The apparatus will cool chocolates perfectly in any weather, any season, anywhere, any place. Descriptive circulars and full information will be promptly furnished.

DEMPSEY CHOCOLATE COOLER CO.

Sales Office, Wrigley Building, 400 North Michigan Avenue CHICAGO, ILLINOIS **General Offices, 3106 Wentworth Avenue**



Quantity and Quality

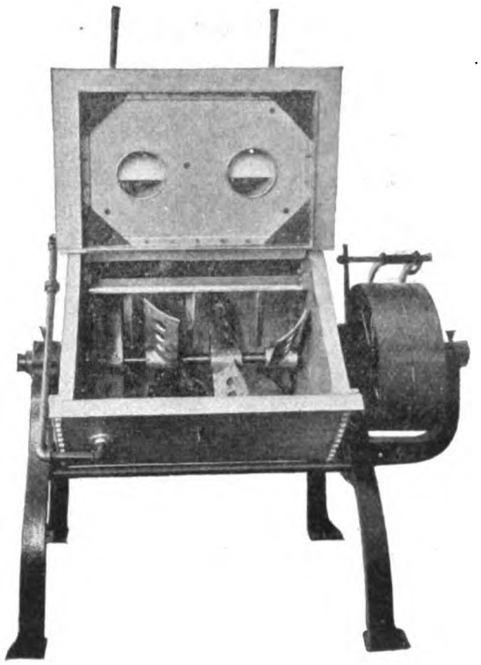
The EMERY THOMPSON is a big, fine, well balanced brine freezer, made for turning out a full volume of the finest, smoothest bodied Ice Cream.

Please drop a word and we will send you our new "1922" catalog with prices.

Emery Thompson Machine and Supply Co.

271-75 Rider Ave. (6-8 Canal Place, Bronx) **New York**

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The Savage Assures Success

THE secret of successful marshmallow manufacture lies in the proper beating of the goods.

No matter how excellent your ingredients may be, no matter how carefully the proportions are measured, if you are not equipped with a properly constructed and mechanically correct device for beating and cooling the goods, your efforts will not be crowned with the greatest success.

The Savage Marshmallow Beater leads for the very simple reason that, like the entire Savage line, this machine is built by experts,—by men who know the candy business, who know the difficulties confronting the manufacturer, and have produced the necessary mechanical equipment to meet these difficulties.

The fact that this beater is so sturdily and carefully built makes the first cost the only cost. The construction is so simple that you are never troubled with adjustment of the parts. There are no gears, chains, or complicated parts to get out of order.

If you are looking for a machine that will run day in and day out without repair or replacement, that is constructed to produce the greatest quantity of the highest grade goods, you will not be satisfied with anything but the Savage.

Send for new illustrated circular fully describing this wonderful machine.

Savage Brothers Co.

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A Few of Our Pleased Customers:

"We now have your Savage Marshmallow Beater installed and same is working out entirely satisfactorily, and we do not know how we got along without this machine as long as we did.
"We would be glad to show this machine to anyone who might be interested in purchasing one from you."

Spoehr, Chicago.

"We have several of the Savage Marshmallow Beaters in operation in our various plants and in all cases we have found them consistently giving excellent results. We have experienced no trouble whatever with any of the moving parts of your equipment and find the machines to be strong and substantial. In short, we have found that your machine is all that you claim for it and a little more."

E. J. Bach & Sons, Chicago.

"We think you have the greatest and best marshmallow beater on the market and we have shown our belief in this by purchasing three. We have found them so far superior to any other beater on the market that we have discontinued using all our other beaters and are using yours exclusively."

The Cherry Cheer Co., Inc., Sidney, Ohio.

"We consider the Savage M. Beater a wonderful machine and are producing drops that show a saving of one-half to three-quarters pound on each box over the beater that we formerly used.
"Considering the amount of power required and the volume of goods produced, we are very much pleased with the machine."

A. B. Newhinney Co., Inc.
Terre Haute, Ind.

"The Marshmallow Beater purchased from you last spring has now been installed several months.
"We unhesitatingly state that it is the best machine of its kind we ever used.
"We are highly pleased with the goods turned out and know positively that our product is better and our sales correspondingly increased in this line on account of the work of this machine."

Martin Candy Co., Marshfield, Ore.

"The beater is giving us excellent satisfaction, and does the work A-No. 1, and is all you claim for it. We consider it the best M. M. beater on the market today. Since we have put it in use we have taken out two other makes of beaters."

Brecht Candy Co., Denver, Colo.

"To say that we are satisfied with the Savage Marshmallow Beater is putting it mildly. As soon as arrangements for the enlargement of our factory are completed we shall want more of your Marshmallow Beaters."

General Candy Co., Milwaukee, Wis.

"We are very much pleased with the results we are getting with our Special 200-pound Marshmallow Beater.
"At a recent meeting of our directors it was agreed that in our new home we will install only your beaters.
"You may ship us another of the same type as soon as possible."

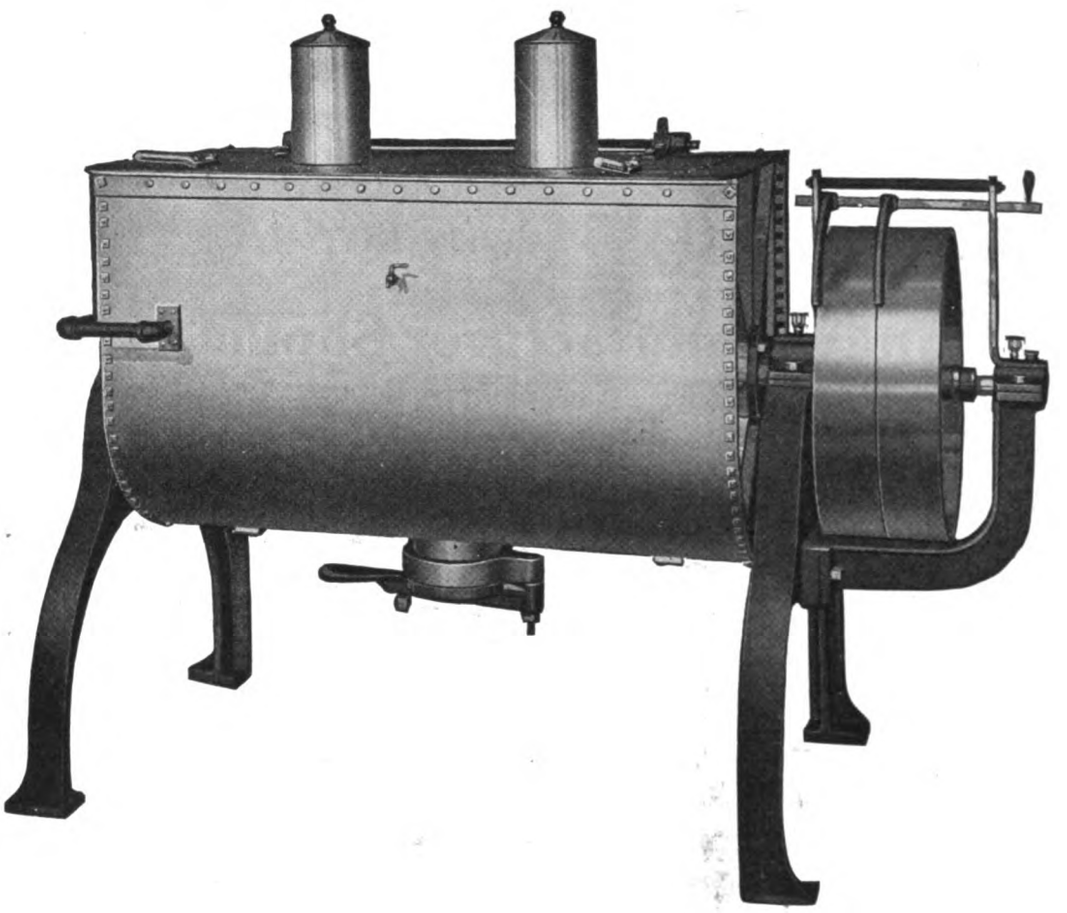
Senneff-Herr Co., Sterling, Ill.

"We have been using one of your 150-lb. Marshmallow Beaters for the past two years. We have found this to be a very strong and durable machine; a machine that will stand up under every test to which we have put it.
"We have found that this beater will produce any kind of marshmallow which we have desired to make.
"In addition to this being a marshmallow machine, we have found it to be very satisfactory in mixing nougat.
"We can highly recommend this machine to your trade."

Zion Candy Factory, Zion, Ill.

"We take much pleasure in testifying to the merits of your Marshmallow Beater. From the very outset we wish to emphasize that your beater is all that it is represented to be. From an economical standpoint as well as efficient production we do not think that your splendid beater can be surpassed. We figure that we are saving money in the mixing of our batches, further supported by maximum production."

The Paulin Chambers Co., Ltd.,
Winnipeg, Canada.



2638-2646 Gladys Ave., Chicago, Ill.

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The Ball Cream Beater Co.

DAYTON, OHIO, U. S. A.

MANUFACTURERS OF THE

Ball Cream Beater and Cooler and Dayton Cream Beater and Cooler

Ball Beater
Patented



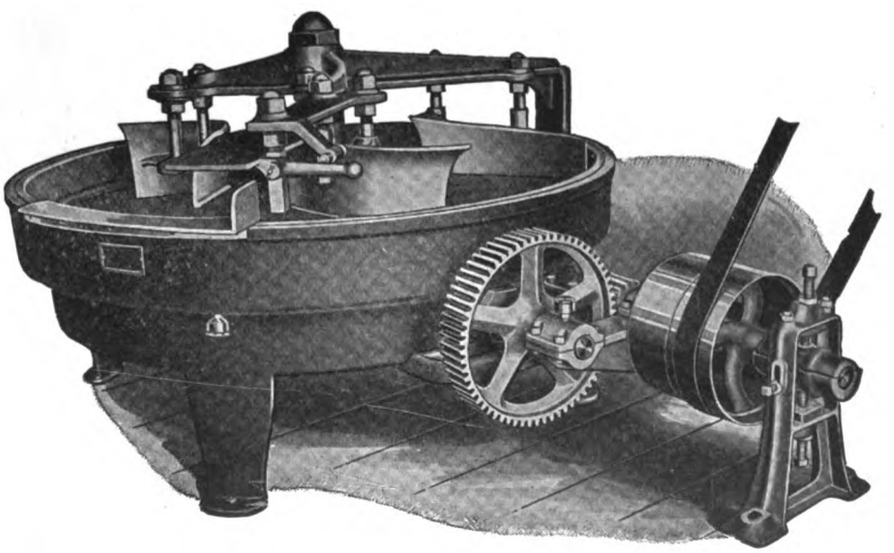
BEWARE
of infringements on our Patents

THREE THOUSAND IN USE!

BEST IN THE WORLD! **WHY NOT HAVE THE BEST?**

Every Candy Manufacturer Should Have One!

We shall protect
our Patents to the full extent of the law.

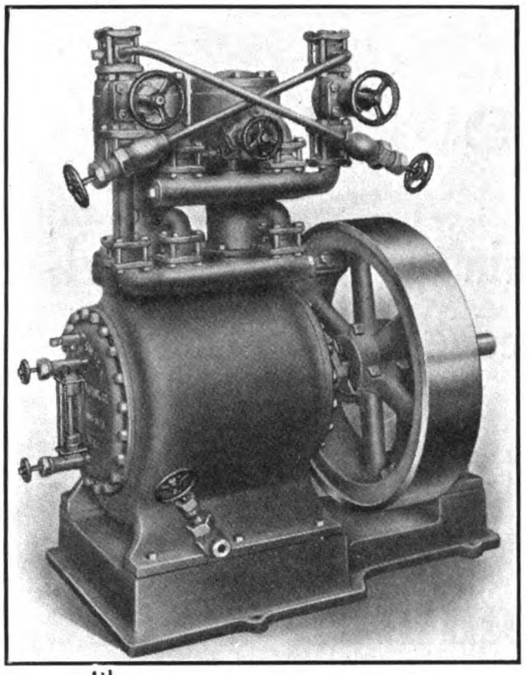


Dayton Beater
Patented

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Brunswick Refrigeration



is especially advantageous in the manufacture of chocolates, caramels and numerous varieties of candies. **Brunswick** equipment is found

In Confectionery Factories

all over the country facilitating the handling of products, cooling the chocolate in the moulding, dipping, hardening and packing rooms and giving the candies that rich, glossy appearance so much desired.

Confectioners ambitious for better and more profitable business should investigate the advantages of the **Brunswick** system.

BRUNSWICK REFRIGERATING CO.

107 Jersey Avenue — **New Brunswick, N. J.**

Boston, Mass. — **New York City**

10 State St. — 30 Church St.



Copper Steam Jacketed Kettles

Copper Candy Kettles

Carried in Stock

GROEN MFG. COMPANY, Inc.

Coppersmiths

4531 Armitage Ave. — **Chicago, Ill.**

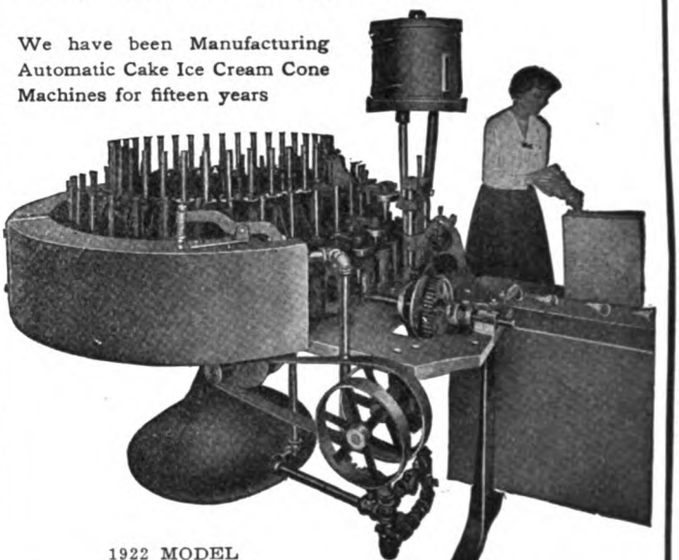
W. W. TURNBULL CONE MACHINE COMPANY

Chattanooga, Tennessee — **1419 Fort Street**

Manufacturers of

TURNBULL'S AUTOMATIC WAFER CONE MACHINES
TURNBULL'S AUTOMATIC CAKE CONE MACHINES
TURNBULL'S SWEET CLOVER SUGAR CONES
TURNBULL'S PEERLESS CAKE CONES

We have been Manufacturing Automatic Cake Ice Cream Cone Machines for fifteen years



1922 MODEL

TURNBULL'S Automatic Cake Cone Machine

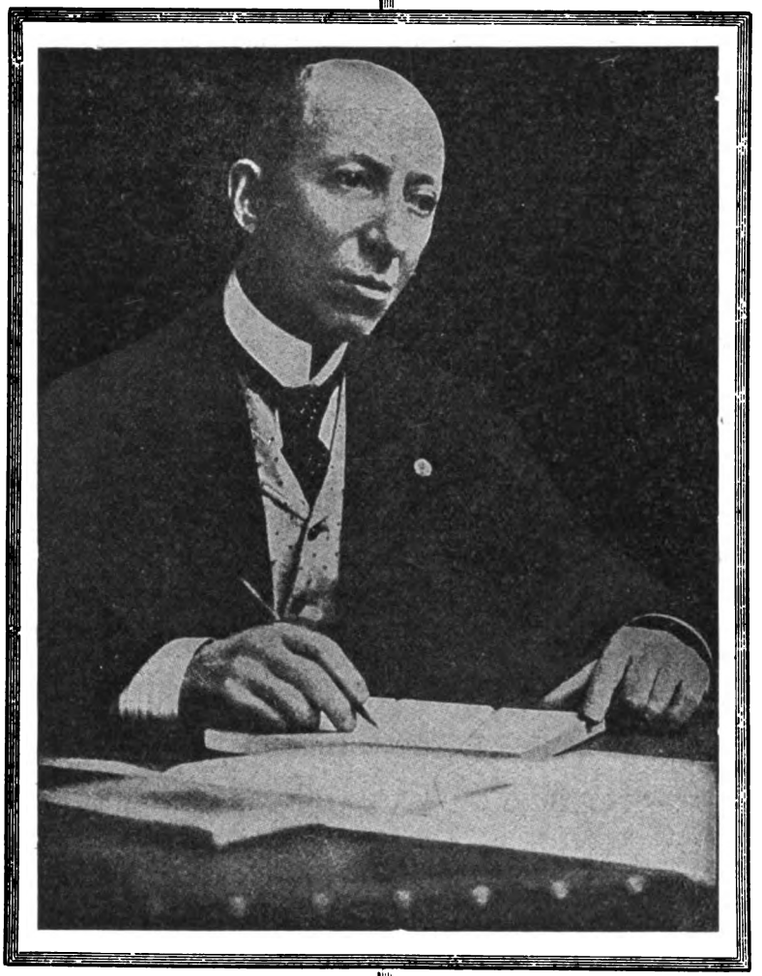
WE INSTALL our machines in your factory and teach you how to make cones

No expensive labor necessary in the operation of our Machines

Write for prices and information today so we can serve you in time for next season

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"Guessing Is Old Fashioned"



Be Sure—

Obtain the Expert Knowledge Contained in

Jake Friedman's Common Sense Candy Teacher

with enlarged supplement

THIS book treats fully upon the Ice Creams, Ices, Sherbets, Punches, the Crushed Fruits for the Fountain, Pointers for the Fountain man. The Matzapan Almond Paste work. Pointers on String Rock Candy, Log Cabin Roll, Marshmallows, both moonshine and Egg. Pan work, its Principle and both smooth and rough work, Lozenge work, Cream work of all kinds, Hard Gums, Jelly Gums, Principal formula on A. B. Gum work. Crystallizing Gum work. Almond Paste work, Cream Almonds, Cordial work, Gum paste work, Cocoanut work, Cinnamon Imperials, Pearled Caraway seeds and Pearled work. Marshmallow Eggs, Chocolate Coating, Blending, hand coating. Pure Cream caramels and cheap Caramels, Icing for caramels and commercial Caramels. Sponge Candy, Nonpareils. New styles of Nut and Fruit Goods. Goods for all kinds of Party and Banquet work. Jelly work, A. B. Gum work. Fudges of all kinds and prices, Honeycomb work of all Kinds. Pop Corn Valuable pointers to the workman, to the Employer. Glace work, Novelties for Easter, Fourth of July, Valentine's Day, Decoration Day, and all Holidays. Hand roll cream work. Nougats, Nougatines, Chicle Chewing Gum, its Principle, Formula, Jelly beans, Jelly pan work. Hard goods all kinds, Bar goods of all kinds and types, Burnt Almonds and Peanuts, Jordan Almonds, Kisses, Taffies, Brittles, Bon Bon work, Fig Work, in fact the Candy work to date and pointers on Window display and Shop work.

Send Today for Sample Formulas and Full Index Free for the Asking
For Sale by All Supply Houses

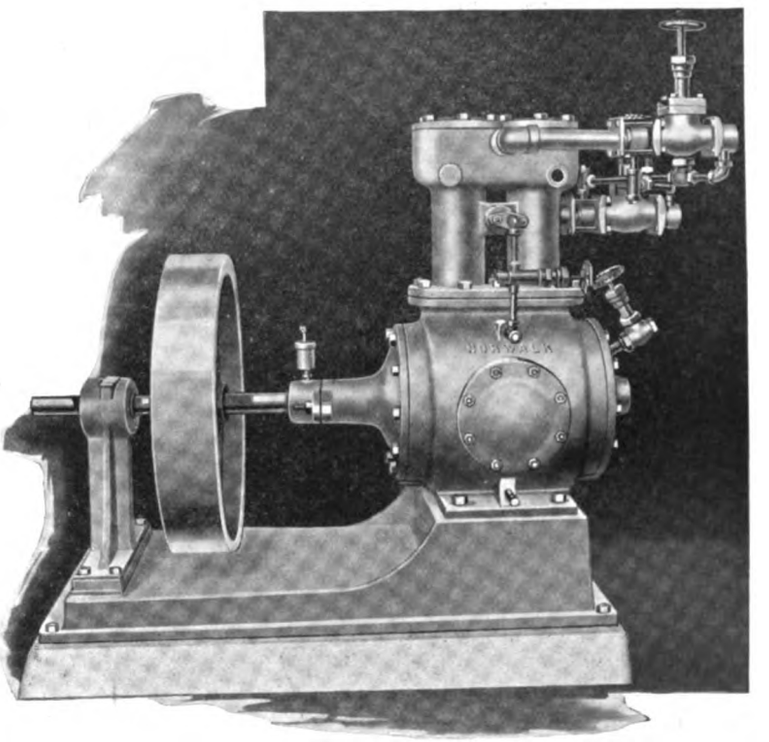
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A Refrigerating Unit of Unusual Compactness and Super-Quality.

The SIX-TON NORWALK

This sturdy refrigerating plant, representative throughout of Norwalk quality and reliability, has a broad range of service. Considering its six-ton capacity and the fact that every feature has an extra margin of strength and durability, it is a unit of remarkable compactness.

If your present refrigeration is not all that it should be, this six-ton Norwalk, or one of the other sizes in the Norwalk line, will give you the desired improvement and make it permanent.

Write for our new Bulletin No. 7, on the complete Norwalk Refrigeration Line.

Capacities, one-quarter ton to ten tons.

THE NORWALK IRON WORKS COMPANY

Pioneer Builders of Compressors

SOUTH NORWALK, CONN.

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THE AUGUST MAAG CO.

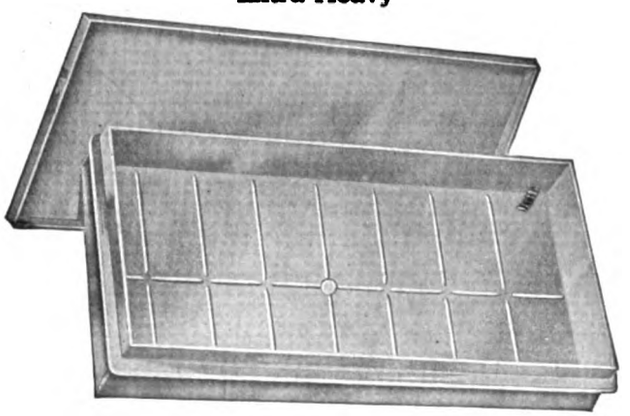
509-511 W. Lombard Street BALTIMORE, MD.

SMALL TIN ICE CREAM SPOONS!

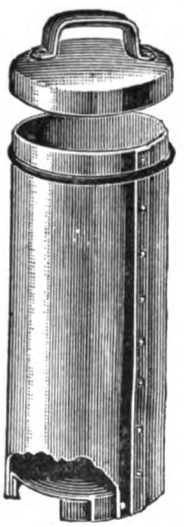


This new idea about the name in handle is a winner. Your name in the handle costs you no more than others you have bought plain. Write for sample.

STEEL SLAB BRICKS
Extra Heavy



Steel Cans



Inserted Bottom

Carry Out Cans—IXXXX Tin



Low



Medium and High

Write For Catalogue

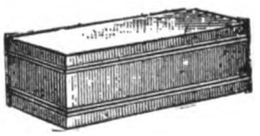
Single Lid



IXXXX Tin

BRICK MOLDS

Double Lid



IXXXX Tin

Get Our Prices

OUR BRICK MOULDS AND CANS ARE

"ABSOLUTELY U. S. STANDARD GAUGE"

MANUFACTURERS AND HEADQUARTERS FOR

ICE CREAM FREEZERS, TOOLS and SODA FOUNTAIN SUPPLIES

MANUFACTURERS FOR THE JOBBING TRADE

Catalogue of Ice Cream Goods, Also Bakers' Tools and Utensils Mailed Upon Request

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ESTABLISHED 85 YEARS.

THOMAS BURKHARD, INC.

494 & 496 Flushing Ave., Brooklyn, N. Y.



Plain Kettle



Vacuum Pan



Tilting Kettle

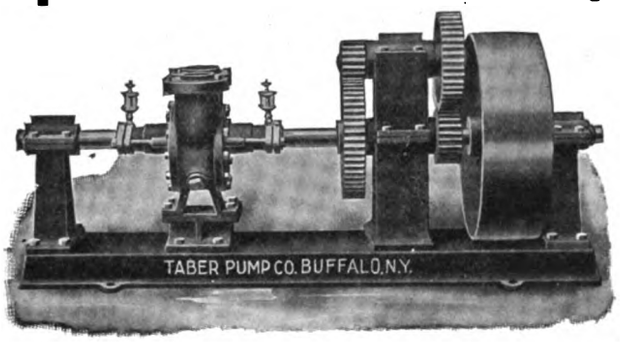
The name "BURKHARD" is FAMILIAR among a large number of Candy Manufacturers throughout the United States and Canada—WHY?

Because Burkhard for over fifty years made a SPECIALTY of Copper Work for the CONFECTIONER; ESPECIALLY High Pressure Copper Jacketed Kettles, MIXERS, VACUUM PANS, REVOLVING SUGAR COATING PANS, for COOKING and MIXING—CREAM, GUM, CARAMELS, NOUGAT, MARSHMALLOWS, FUDGE, FRUIT PASTE, FIG PASTE, COCOANUT WORK, JELLIES, LICORICE, SUGAR COATING ALMONDS, PEANUTS, JELLY BEANS, CHEWING GUM, COCOANUT, Vacuum Pans FOR HARD CANDY and MILK CHOCOLATE, etc. THE BURKHARD PRODUCTS are RECOGNIZED as a STANDARD of EXCELLENCE as they COMBINE "SAFETY" and "SERVICE."

We have WITNESSED the WONDERFUL GROWTH of the CANDY INDUSTRY and We feel Proud that our PRODUCTS were used to advance the industry.

WE WILL BE PLEASED TO HEAR FROM THOSE NOT FAMILIAR WITH OUR PRODUCTS.

The TABER Special Glucose Pump



SPECIALLY DESIGNED FOR

PUMPING GLUCOSE

AT TEMPERATURE OF ROOM

WITHOUT HEATING — if necessary

AT SPECIFIC GRAVITY OF 45° BEAUME

Also CHOCOLATE, CREAM, FONDANT, HOT and COLD SYRUPS, &c.

Taber Pumps are the Standard of Design, Workmanship and Material; and on receipt of your requirements, we will gladly quote prices on THE MOST RELIABLE PUMPS IN THE UNITED STATES.

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299 Elm Street BUFFALO, N. Y.

You Will Discover The Better Way!

Some day, if not already, you will discover that there is a

Better Way to Make Candy

When you do, you'll be astonished at the improvement possible and most agreeably surprised at the savings possible.

Many manufacturers got their first insight into

Making Better Candy for Less Money

Through reading our booklet.

Shall we send you a copy?

The Improved Appliance Company

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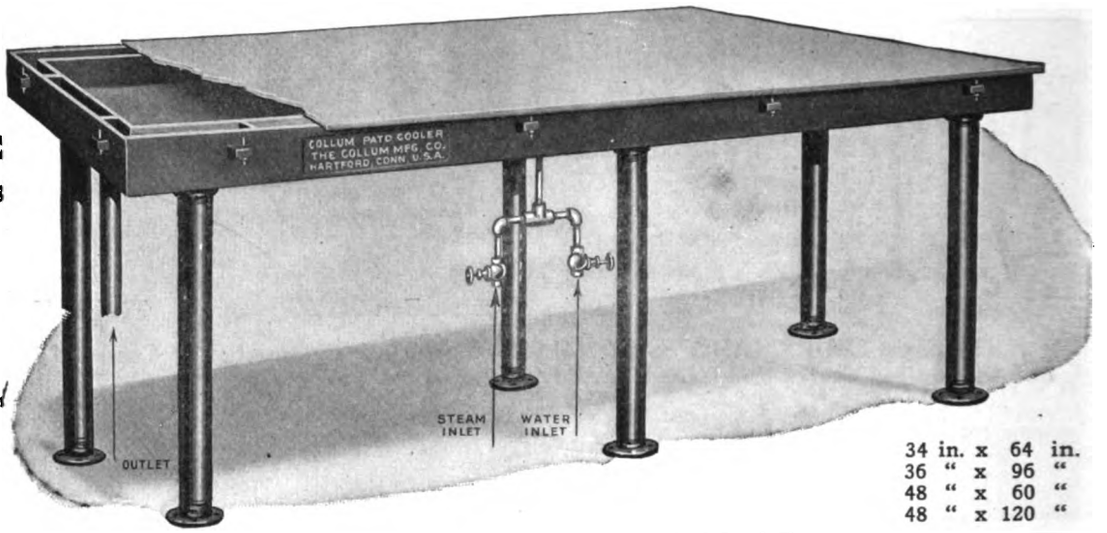
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COLLUM COOLERS

The Standard By Which All Others Are Judged

The
New Perfected
COLLUM LINE
Improved Models

CANDY COOLERS AND CUTTERS
(PATENTED)

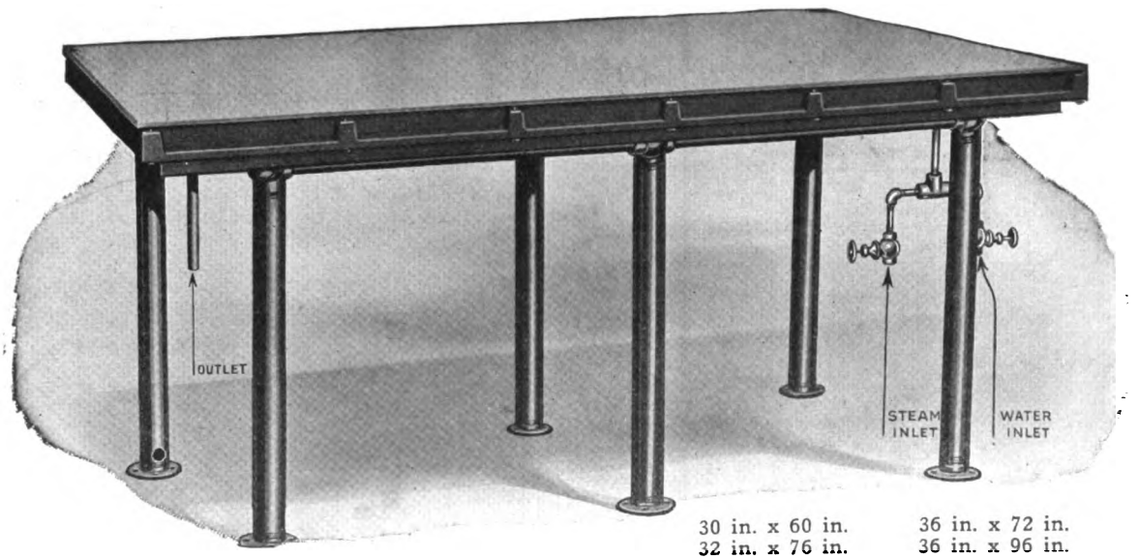


34 in. x 64 in.
36 " x 96 "
48 " x 60 "
48 " x 120 "

Collum's "PREMIER" Candy Cooler; Polished Steel Top; Cast Iron Bottom.

A Record of a Half-Century is behind the great Success of THE COLLUM LINE

Scientific : Substantial : Enduring Construction
Once Used Never Displaced. Entire Satisfaction.



30 in. x 60 in. 36 in. x 72 in.
32 in. x 76 in. 36 in. x 96 in.

Collum's "20th CENTURY" Candy Cooler; Polished Steel Top; Cast Iron Bottom.

The interior construction of our Coolers provides a continual agitation of the Water-flow, ensuring the uniform Cooling of Surface, and with the provision for interior Heat-expansion prevents the formation of "Air Pockets", consequently overheating never occurs; no Rubber or other Packing employed; nothing to wear out; a lifetime of Service.

Our PREMIER is unquestionably the BEST of all Coolers, whatever the excellence of others. Where a Cooler of less Cost is desired, our UNIVERSAL or 20-CENTURY would be chosen, being constructed on very similar general principles.

WITH IRON STANDS, COMPLETE

THE COLLUM MFG. CO.

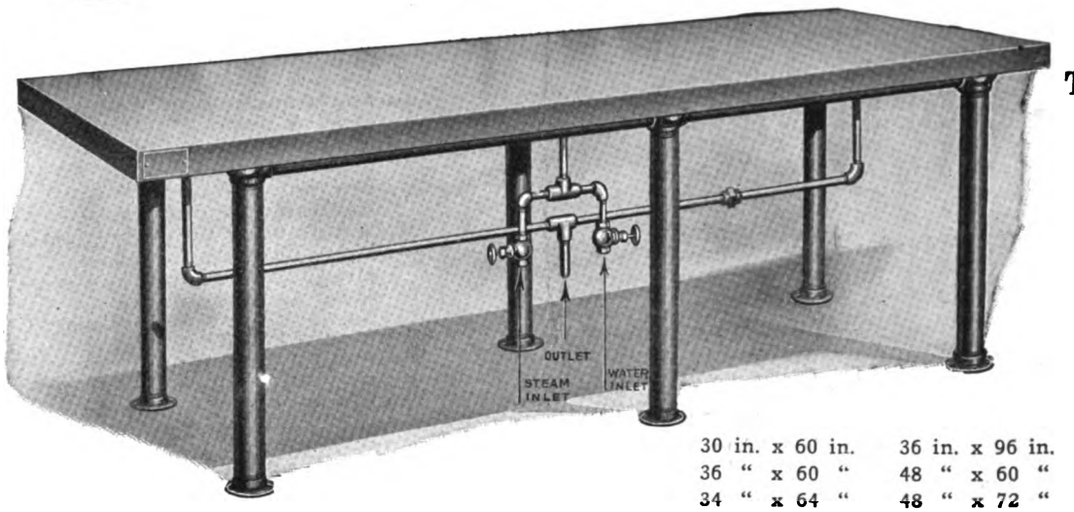
Manufacturers of CONFECTIONERS' MACHINERY AND EQUIPMENT

926 Main Street, Hartford, Conn.

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COLLUM COOLERS

Widely Imitated But Never Equalled



30 in. x 60 in.	36 in. x 96 in.
36 " x 60 "	48 " x 60 "
34 " x 64 "	48 " x 72 "
32 " x 76 "	48 " x 96 "
36 " x 72 "	48 " x 120 "

Recognized Throughout the Confectioners' Trade as "THE BEST" Since 1872

Faultless System of Inlet, Outlet and Circulation

Speed
Efficiency
Economy

Our Cutters are particularly adapted for making FINE GOODS.

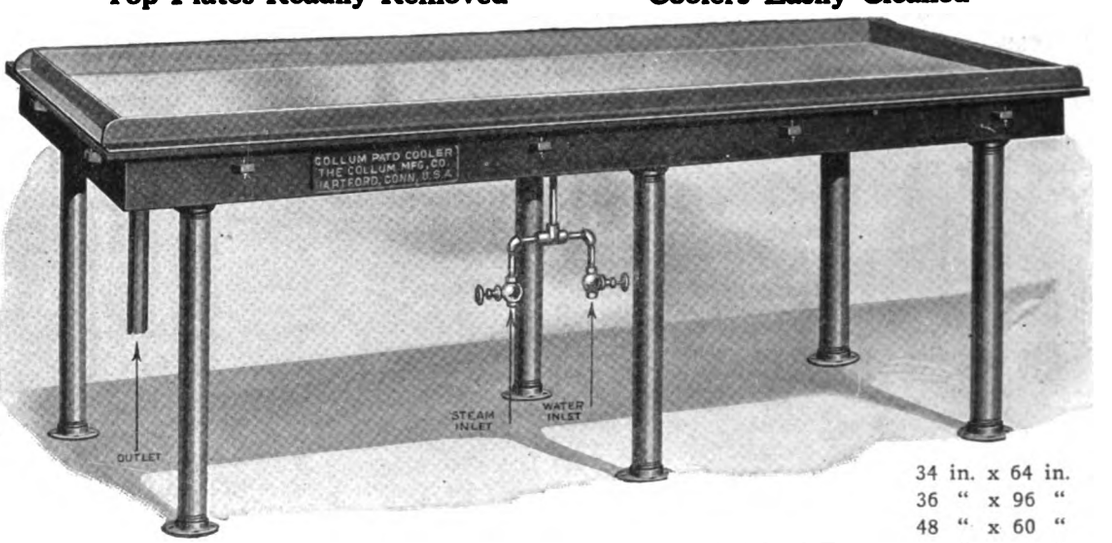
Collum's
NEW MODEL "UNIVERSAL" Candy Cooler; Polished Steel Top; Steel Bottom.

EQUIPPED WITH INTERIOR SPRAYING AGENCY;. ORIGINAL WITH COLLUM COOLERS—ENSURING AN UNIFORMLY COOLED SURFACE.

Uniform, Unvarying Principle of Cooling

Top Plates Readily Removed **Coolers Easily Cleaned**

Complete Lines
Steel, Marble, Stone,
Candy Coolers, Cream Coolers
"Special" Cream Coolers, (Tilting Type)
Iron Slab Stands; Steel Slab Bars;
Adjustable Steel Cutters;
Peach Blossom Cutters;
Buttercup Cutters
Smooth Base Cutters;
Crimped Edge Cutters;
Waffle Cutters



34 in. x 64 in.
36 " x 96 "
48 " x 60 "
48 " x 120 "

Collum's "PREMIER" Cream Cooler; Polished Steel Top; Cast-Iron Bottom.

Immediate Shipments. *For Further Particulars Write*

THE COLLUM MFG. CO.

926 Main Street **HARTFORD, CONN.** **Established 1872**

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CARVER ACCUMULATOR SYSTEM

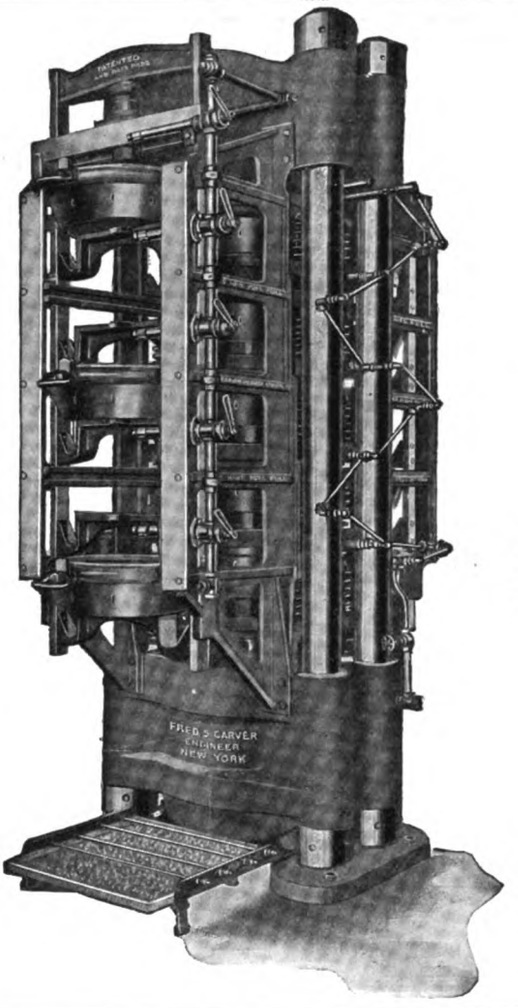
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OPERATING COCOA PRESSES

A MODERN SYSTEM WHICH GREATLY INCREASES THE OUTPUT OF COCOA PRESSES.

EQUIPMENT ORIGINATED AND FURNISHED EXCLUSIVELY BY US FOR OVER FIVE YEARS.

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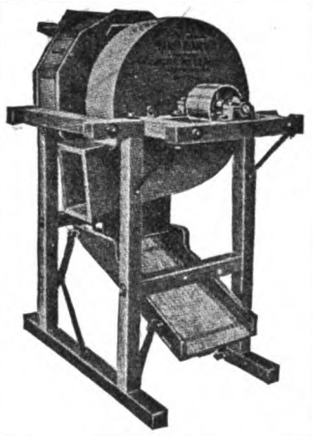
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PATENTED AND PATENTS PENDING IN U. S. AND FOREIGN COUNTRIES

NEW FEATURES ELIMINATE ALL HARD LABOR, AND GIVE GREAT PRODUCTION.

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ENGINEER
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THE McLEAN

Peerless, Pre-eminently Popular, Predominantly Powerful, Peculiarly Progressive, and Practically Perfect

IMPROVED

PEANUT BLANCHER

INCOMPARABLE IN EXCELLENCE, EFFICIENCY, ECONOMY AND OPERATION

Write for new Catalogue

JOHN McLEAN, Lockport, N. Y., U. S. A.

NOTE THE HANDLE



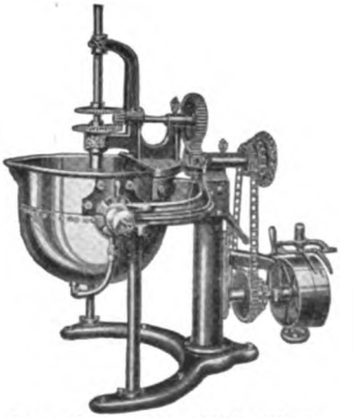
Steam Jacket Tilting Kettle



Steam Jacket Mixing Kettle



A New Cream Melter



Steam Jacket Tilting Mixing Kettle

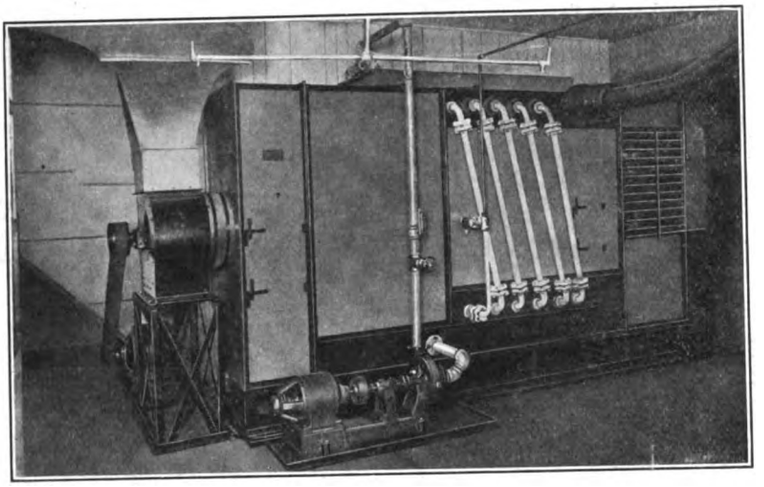
CHAS. HOLMBERG & CO., 1439-43 Austin Avenue, Chicago, Ill.

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"The Chillblast"

Patented—Patents Pending

Air Conditioner, Cooler and Dehumidifer



End-to-End View of "The Chillblast," Showing Complete Arrangement With Discharge Duct

CLEAN,
COLD,
DRY AIR

In one compact unit machine, and in one operation, the air is not only washed clean and purified, but it is reduced to any desired degree of temperature with reduced moisture content. This clean, cold, dry air is conveyed to the room and after complete circulation is returned to the CHILLBLAST for reconditioning. The efficiency and economy of the operation must be apparent.

The CHILLBLAST is designed to supply refrigerated or dehumidified air to such industries as require air at subnormal temperature, or air with reduced moisture content. The apparatus is a compact, self-contained unit wherein air is brought into intimate contact with a film of water passing over refrigerated coils, thereby greatly increasing the efficiency of the cooling surface, not only cleansing and purifying the air of all foreign substances, but also maintaining constant efficiency by preventing the formation of frost upon the coils.

Constant uniform efficiency of heat transfer through cooling surface.

No operating expense incident to defrosting.

Equal temperature obtainable at all times.

Simplicity of operation by reason of semi-flooded system and minimum number of expansion valves.

Air delivered washed free of all entrained foreign matter.

Complete circulation of air to all parts of room.

Without Modification Can Be Directly Connected to Any Existing Refrigerating Plant



Drying Apparatus—Drying Rooms—Any Size—All Metal Construction — Insulated—
Accurate Control of Temperature and Air Circulation

Bentz Engineering Corporation

FACTORY:
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NEWARK, N. J.

OFFICES:
90 WEST STREET
NEW YORK CITY

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JOHN CREAR
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Our Name Signifies Quality

It represents Forty Five Years Experience and Reputation

During these long number of years we have been making and refining vegetable oils. In the Margarine Trade—the most particular trade to serve—we have established an **International Reputation** as making the **Best Edible Coconut Oil** for use in their products.

You need have no hesitancy in placing your order for our products, as we guarantee their quality and assure you of prompt shipment.

Write us today for samples and quotations and convince yourself of the quality and price of our

Edible Coconut Oil Products

Under the trade names

Hard Coconut Oil
Melting Points 84° to 92°
for chocolate covered ice cream bars, chocolates, caramels, taffies, nougats, etc. (various melting points to suit your purpose).

Plastic Coconut Oil
for fillers, centers, and sandwich work. Replaces butter better than any other product.

Edible Coconut Oil
for salted nuts, popcorn, chewing candies, slab dressing, cones, etc.; or wherever a sweet, neutral fat is required.

C. F. Simonin's Sons

Established 1876

Tioga and Belgrade Sts., Philadelphia, Pa.

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NOUGINE

A perfect Cream
For Nougat Work

CARAMEL PASTE

Made from Purest ingredients.
Always Gives Satisfaction.
For Wrapped and Unwrapped Caramels

RICO MEXOLA

A Highly Concentrated imitation.
VANILLA FLAVOR



Our Goods
And
Our Statements
Are
Dependable
Our
Word and Reputation
Are
Back of Them
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Chicago	Brooklyn	Montreal, Canada
561 East Illinois Street	Bush Terminal Building	32 St. Sulpice St.

"The Pledge of Purity"

Creamy Quality *Temptation* Chocolates

TRADE MARK REG.

GALLANIS BROS. CHICAGO.

The candy that takes—clever in name, absolutely pure in manufacture, most delicious in taste. Jobbers need only apply for prices and catalogs.

GALLANIS BROTHERS, Inc.

1929-31-33 S. Halsted Street
CHICAGO ⁘ ILLINOIS

Ask Your Jobber For Our

ONE CENT package of STAR MINT Lozenges and LITTLE GEMS

also our

Assorted Cocoanut Wafers, Chocolate Milk Candy Wafers, Royal Squares (Fudge), Peanut Slice, Boston Baked Beans Candy and Filcona 5 cent Bar.

Send for Samples and Prices

A. SLAUSON & CO. **280 Lafayette St., New York City**

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Confectioners Journal

Vol. XLVIII; No. 567
Established 1874

Philadelphia, Pa., April, 1922
Entered as Second Class Matter at the Post Office in Philadelphia Under Act of March 3, 1879

$3 a Year in Advance
Published Monthly

APR 4 1922

Confectioners' Orange Paste

A true-fruit product, made from the outer portions of the peel of fresh, ripe oranges. Ideal for flavoring cream centers and other fine confectionery.

Write for sample.

W. J. BUSH & CO. Inc.
370 Seventh Ave.
NEW YORK, N. Y.

The Gardiner-Lucas Company, Inc.

LOZENGE MAKERS

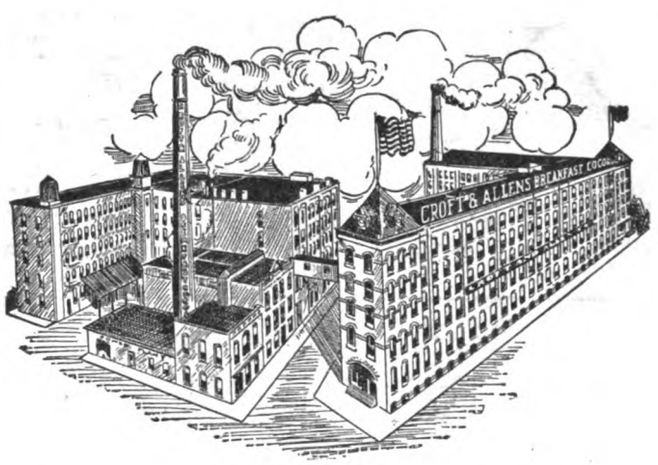
and Manufacturers of
Specialties in Licorice and Confectionery
99 GOLD STREET
BROOKLYN, N. Y.

CROFT & ALLEN CO

Manufacturing Confectioners

CHOCOLATES AND COCOAS

33d and Market Sts. PHILADELPHIA, U. S. A.



We make a line of Specialties that should be in every jobbing house in the United States:

500 Varieties of Penny Goods
50 Varieties of Pail Goods
100 Varieties of Nickel Goods

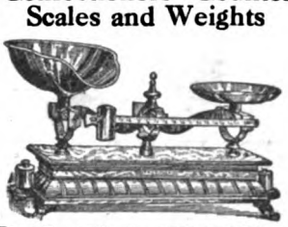
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CENTENNIAL MEDAL AWARDED
ESTABLISHED IN 1840

HENRY TROEMNER

911 ARCH ST., PHILA.

Confectioners' Counter Scales and Weights



Fine Brass Scales, Nickel-Plated Scales, Brass Weights, etc., etc.
of the Finest Finish and Design
Brass Candy Shovels and Scoops
Price list sent on receipt of postage stamps
Western Agency
1315 Wabash Avenue CHICAGO

Natural Pineapple Essence *from* the Natural Fruit

Our process produces the natural taste of the fruit in a highly concentrated form, **without** the use of foreign substances such as Cumarin, Vanillin, etc.

George Lueders & Co.
427 Washington St., New York

ESTABLISHED 1884

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180 N. Market St., Chicago

ROCKHILL & VIETOR

MAIN OFFICE
22 Cliff Street, New York

Lemon Oil Orange Oil Spearmint Oil Peppermint Oil
Fruit Flavors Vanillin Coumarine Flower Waters

CONNOISSEURS USE

UNGERER'S LEMON OIL

"Our Quality is Always Higher Than Our Price"

UNGERER & CO. 124 West 19th St. NEW YORK

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MARRONS

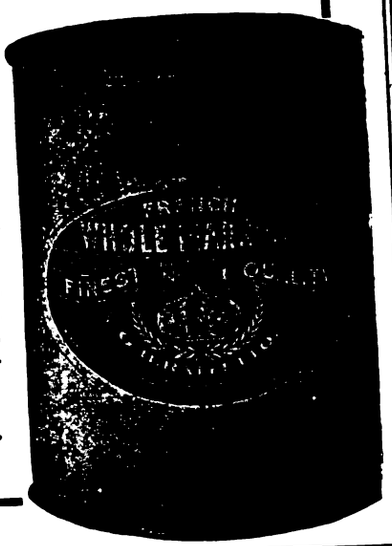
Delicious French Chestnuts

Imported Whole Marrons in Vanilla Syrup, all ready for Draining and Glacéing.
Marron Pieces in Vanilla Syrup—for use in Ice Creams, Nesselrode and at the Fountain.
Try whole Marrons for Chocolate Dipping.

Europe's Favorite Confection

No really exclusive shop can afford to be without

Marrons Glacés
Marron Sundaes
Nesselrode, Etc.



Packed—
In No. 10 Tins—
Net weight 9 lbs.
In No. 5 Tins—
Net weight 4¾ lbs.

MARRONS FOR SUNDAES—
6, ½ gal. Jars to Case

NESSELRO SUNDAE
The right mixture of Marrons and fruits blended with a special Rhum punch flavor—for the fountain.

G. B. RAFFETTO, Inc.
408-10-12 W. 13th St.
NEW YORK CITY

Repetition is Reputation

YEAR after year we keep *Repeating* "Our Pat. 240 Satin" is "Second to None" for tying Candy Packages. *We make four other grades* but will always stand back of 240—Because

IT IS CONSTRUCTED RIGHT
WOVEN RIGHT
DYED RIGHT
FINISHED RIGHT
DELIVERED RIGHT

Tested for sixteen years and "Made Good"

Let us serve you at any time.
Widths 2-3-5-7-9-12-16

WHITE & CAMPBELL
387-393 FOURTH AVE. NEW YORK



ALFRED JONAS

Manufacturer of Ice Cream Boxes
— and —
Candy Boxes, Candy Bags

1570 Fulton Street BROOKLYN, N.Y.



WORKS
St. Louis, Mo.
and
East St. Louis, Ill.

Monsanto Chemical Works

Manufacturers of SAINT LOUIS, U.S.A. Inquiries Solicited

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VANILLIN-COUMARIN-SACCHARIN

LARGE OR SMALL CRYSTALS

PANORAMA EGGS SPECIALTY

Decoration Day and Fourth of July Novelties and Boxes



ARTIFICIAL FLOWERS AND LEAVES

ICING ROSES AND FLOWERS - PASTRY BAGS AND TUBES

Cake Ornaments
Lace Paper
Paper Cases
Bon Bon Cups
Paper Baking Cups
Tin Foil
Candy Tongs
Birthday Candles
Candle Holders
Paper Sundae Cups
Fancy Candy Boxes
Silk Lined Baskets
Costume Mottoes
Ice Cream Moulds

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Tinted Motto Paper
Motto Verses
Glace Fruits
Leaves on Stem
PRICES ON REQUEST

H. H. GEILFUSS' SON :: 1202 Vine Street, Philadelphia, Pa.

PHILIP J. GEILFUSS

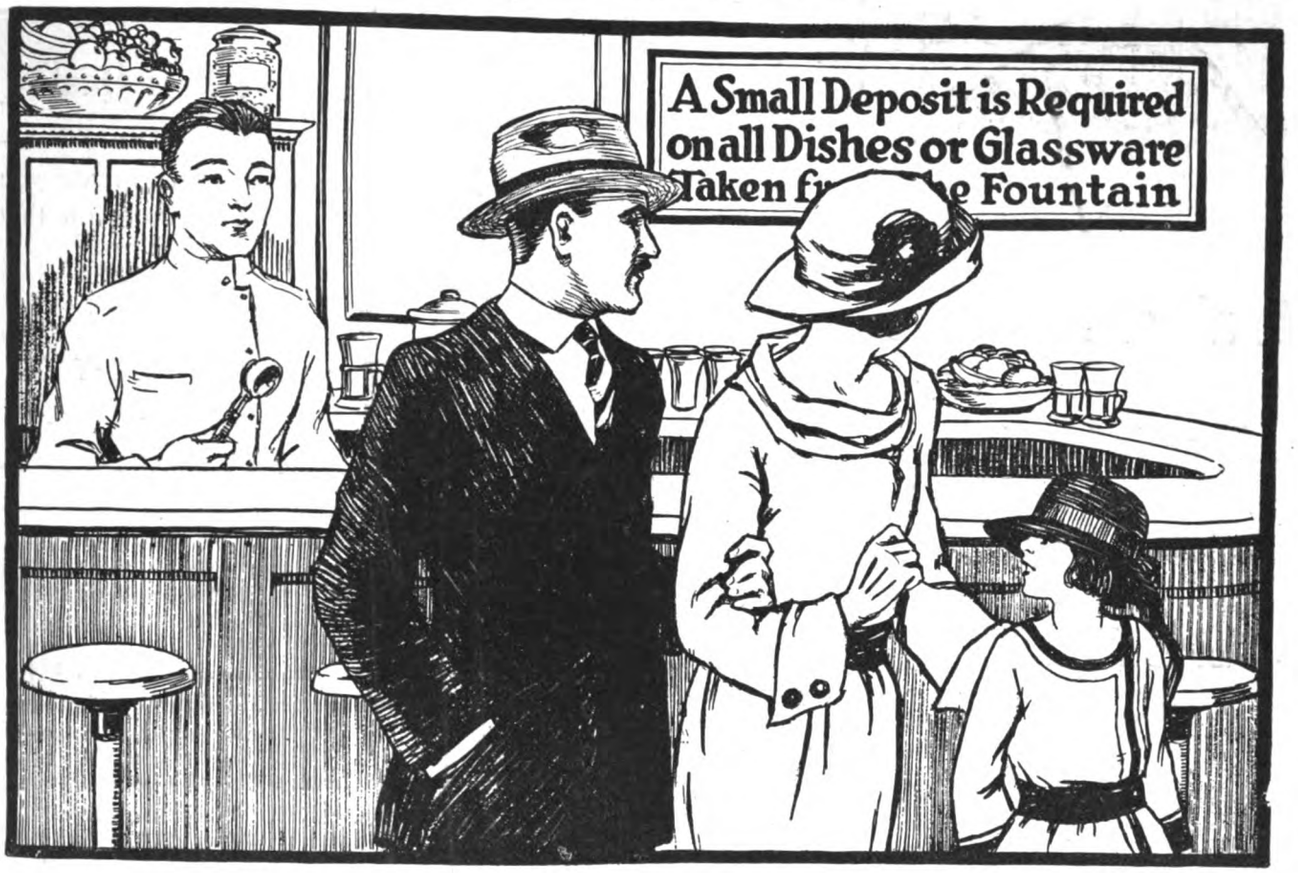
PREMIUMS, NOVELTIES AND TOYS

FOR THE MANUFACTURING CONFECTIONERY TRADE

Suitable for Penny Pieces, Prize Boxes, Grab Bags, Ring Sticks, etc., etc.

CALUMET MANUFACTURING COMPANY 33-35 E. 21st Street NEW YORK

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Discard the Sales Destroying Notice

Just when they are thinking how nice it would be to take some ice cream, soda, sundaes or soft drinks, etc., home or to the picnic, they read the sign — and pass on. They're not coming back this way. You lose a good sale. Think how many times similar "potential sales" are lost the year 'round simply for want of a delivery or carrying package.

Sealright Paper Containers,—neat, attractive, sanitary, efficient, leak-proof, easy to carry,—in short, the perfect package for the purpose, will clinch these "lost sales" for you. Thru their use you will enjoy a greater volume of transient "Carry-Out" and regular "Carry-Home" sales.

SEALRIGHT Liquid-Tight Paper Containers

For Bulk Ice Cream—Sodas—Sundaes and Soft Drinks

The Only Double Bottom Paper Can

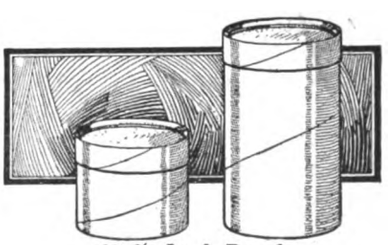


People like to carry "Sealrights." Let them know you have them. Sealright Containers will increase your business by stimulating into action, dormant "Carry-Home" sales of bulk ice cream.

Order Thru Your Jobber—Write Us for Samples

Sealright Co., Inc., Fulton, N. Y.

Largest Manufacturers In the World of Cylindrical Liquid-Tight Paper Containers



100% Leak-Proof

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Fruit of Supreme Quality

offered by

The Cincinnati Extract Works

Luscious, prime quality fruit for all purposes—whether you use fruits for Individual Chocolate Dipping or for 5 or 10-cent fruit center bars, we have just the goods at just the price.

Cherries

Selected Cherries that are famous for plumpness, quality, uniformity.

Small Whole—1000 count or 1200 to 1400 count.

Whole-and-Broken in Maraschino Syrup.

Broken Drained Cherries in 25-lb. pails.

Whole Drained "Semi-Glace" Cherries in 25-lb. pails.

Glace Cherry Pieces—Red or Green.

Fancy Whole Glace—8¼-lb. boxes.

Pineapple

Choice pineapple, preferred everywhere for tenderness and delicious eating qualities.

Wedges in Syrup—1400 count to each gal. White, green or orange color.

Crushed—solid pack, 11 lbs. to gal., all size containers.

Debris—packed in 500-lb. bbls.—priced very low.

Hearts—50-lb. boxes—luscious, tender, light color.

Fingers—fritters and pieces.

Juice—pure quality, packed in No. 10 tins—very fine flavoring.

Getting ready for an active Spring and Summer candy campaign? Then get your supplies NOW at Cherry and Pineapple Headquarters. Our prices are eye-opening and purse-pleasing.

Write today for Latest Price List.

The Cincinnati Extract Works

422-424 W. Fourth St. Cincinnati Ohio

REYAM-BRAND TRADE MARK GUARANTEES SATISFACTION



Nowadays It Is Quality

with fair prices that count—ROBERTSON'S will make you friends and customers on that basis.

Made since 1820.

ROBERTSON CANDY CO.
New York

BRAD'S TIP TOP SELECTED WHITE RICE POPPING CORN TRIPLE WINNOWED BRADSHAW CO NEW YORK

POPPING CORN

Selected White Rice, also JAP hull-less, or Baby rice, 100 and 150 lb. sacks, spot stock or field shipments, sack, ton, or car lots.

Bradshaw Co.
New York

If

You Can Sell

any caramels, you can sell

Daisies

A sample will convince you

Write for it

E. H. Josselyn

714 N. Durham Street Baltimore

Established 1905.

Ribbons and Ribbonzene

ROBERT KENNEDY

456 FOURTH AVE., NEW YORK CITY, N. Y.

Gro Grain, Satin Gro Grain, Satin Taffetas, Taffeta, Jacquards, Fancies, in all Silk, and Silk with Cotton Mixtures, also Ribbonzene.

Dyed special to match any shade, also printed in any designs.

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We Offer Complete and Attractive Line in Easter, Decoration Day, 4th of July, Hallowe'en and Thanksgiving Novelties

We have a complete assortment in stock of our new Window Display Bowls, both in Metal and Wood Combinations

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FANCY BOXES, including Hearts made from Paper, Silk, Satin Tapestry and Brocades, etc.

BASKETS, in the latest Floral and Figure effects, lined, unlined and hand painted.

Dressed Dolls, in all the latest Fashions, and, with Electric Light Attachment.

Tin Boxes, oblong, round Paper covered and hand painted in great variety, both Flowers and Figure Designs of all of the latest up-to-date Sensations.

We are sole distributors in the United States and Canada for the original manufacturer of High Class Satin Hand-painted Plain and Pillow Top Candy Boxes. We have most attractive and entire new designs in this line.

If you cannot call, it will pay you to write us for quotations, samples and particulars before placing your orders.

M. MICHAELIS & SONS 466 and 468 Broadway, N. Y.

BRANCH HOUSE: 229 South Second Street, PHILADELPHIA, PA.

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NOTHING IS TOO GOOD

for

AMERICAN CANDY-EATERS!

"Children ought to have as good candies to eat as grown people"

1. **COCOANUT GOODS** absolutely **free** of all **meal, cerealin,** etc.

2. **BUTTER CREAMS** absolutely **free** of all **substitutes** used by **all imitators.**

3. **CREAM DRAGEES** have been made by us **exclusively** for many years. They are known in most of the **better class** of stores throughout the United States as the best-selling and best-keeping pan work on the market. They are especially **suitable** for **hot weather.**

4. **MARSHMALLOWS** made with The Best **Egg-White** and absolutely **free** of **so-called "Gelatine."**

5. **JUJUBE and GUM GOODS** known for many years throughout the U. S. for their **eating quality** — "The Best."

6. **FINE CREAM SPECIALTIES**—excellent sellers **during the summer** as well as in other seasons.

7. **OTHER SPECIALTIES**—sold for nearly a half-century in most of the **better class stores** throughout the country.

Conforming to this well-known principle, all our

NOVELTIES

are carefully prepared and calculated to prove, like all our other goods, to be

"THE BEST" { EATING / SELLING and

Most Profitable Goods for { JOBBERS and RETAILERS.

SUITABLE for all CLIMATES

We will sell all our goods as low as **prevailing circumstances** will permit.

PH. WUNDERLE **118-132 Pegg Street, Philadelphia**

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Chocolate Dipping Paper

PORCELAIN FINISH

Grade W

For hand work—NOT embossed:

500 lbs.	250 lbs.
14c lb.	15c lb.
100 lbs.	**Less**
16c lb.	20c lb.

Stock Sizes

10x14 12x12
12x18

Grade 31

For penny and bar goods:

500 lbs.	250 lbs.
14c lb.	15c lb.
100 lbs.	**Less**
16c lb.	20c lb.

Stock Size

15½x35

Grade K B

For high-grade Enrober Work:

500 lbs.	250 lbs.
15c lb.	16c lb.
100 lbs.	**Less**
17c lb.	21c lb.

Stock Size

15½x35

Grade J

For hand work—PLAIN or to be EMBOSSED:

500 lbs.	250 lbs.
18c lb.	19c lb.
100 lbs.	**Less**
20c lb.	23c lb.

Stock Sizes

10x14 12x12
10x35 12x18

Grade Y R

For high-grade Enrober Work—PLAIN or to be EMBOSSED:

500 lbs.	250 lbs.
20c lb.	21c lb.
100 lbs.	**Less**
22c lb.	25c lb.

Stock Sizes

15½x35
15x35¾

ROLLS: Grade W can be furnished in 24" and 30" widths.
" 31 " " " " 15½" and 31½".
" KB " " " " 15½" and 31½".
" J " " " " 10-12-14-15-30" widths.
" YR " " " " 15-15½-23½-24-24½-30½-31½".

Average Cost Per Thousand Sheets—500-lb. Lots

Grade W—10x14	$3.08	Grade J—10x14	$3.60
12x12	3.08	12x12	3.60
12x18	4.90	12x18	6.25
		10x35	10.80

PLAQUE SIZES—Grade KB—15½x35	$13.50
" 31—15½x35	14.28
" YR—15½x35	17.60
15x35¾	17.60

SPECIAL SIZES MADE TO ORDER—SHEETS OR ROLLS

CHOCOLATE DIPPING PAPER

OUR PORCELAIN FINISH

gives the high finish on the bottom of chocolates so much desired. May be used many times. It will OUT WEAR any other paper on the market. Stock sizes, 10 x 14, 12 x 12, 12 x 18, 15½ x 35, and 15 x 33¾. ENROBER Papers, Sheets and Rolls with and without eyelet; plain or embossed. Odd sizes made to order. Order your Embossed Dipping Paper as early as possible to avoid delay Samples cheerfully sent on request.

CARTER, RICE & CO. (Corporation), BOSTON, MASS., U. S. A.

EMBOSSED DIPPING PAPER QUOTATION GIVEN ON REQUEST
ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE

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The Country Home of

HORTON SWEETS CO. INC.
RIDGEFIELD PARK NEW JERSEY

After the Storms of 1921

RAYNBOWS

PREMIERS—DANDY CANDY CIGARETTES

and a Full Line of

Licorice and Sugar Specialties





Candies FOR Kiddies

Dockman's

MADERIGHT CONFECTIONS



Regal Rolls Have Cream and Highly Flavored Jelly Centers

CARAMEL ROLLS

REGAL—Cream and Highly Flavored Jelly Centers.
WONDER—Molasses and Cocoanut Centers.
RUTHETTES—Assorted Flavors, Cream Centers.
Packed 120—52 boxes to case; 5 lb. boxes (216 count) 26 boxes to case



LUCKY ROLLS

Gift and Candy in Every Roll. Packed 120—50 boxes to the case.
The Kiddies want Lucky Rolls—Keep them in Stock.



BREATHETTES

A Highly Flavored Breath Perfume in Glass Tubes. Either Assorted or All Licorice Flavor. Packed 120—50 boxes to the case.

Real Sports	*Ask for our price list*	PEANUT STUMPS
A New Penny Carton		Some Penny Piece

John H. Dockman & Son, 32-34 E. Montgomery St., Baltimore, Md., U. S. A.

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The Book

for Candy Manufacturers



There's no need to test—*just taste!*

Runkel's Book of Chocolate Coatings is a book to your taste. It solves coating problems at once.

All you need do is read and taste. Determine *which* of the Runkel Coatings in this book are the ones you want and there will be no problem in their use with your product.

The technical part is *done*. Runkel Coatings *work*.

Write for the Runkel Book of Coatings at once. It is free to candy manufacturers.

RUNKEL BROTHERS, INC., 451 WEST 30TH STREET, NEW YORK

Runkel's Coatings

"with that chocolaty taste"

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HERSHEY'S COCOA



OLYMPIC, FOUNTAIN, CLUB, PURITY, LAROY and PROGRESS Brands are manufactured from SELECTED COCOA BEANS, properly blended, so as to give them individuality.

Dust or odors that permeate the atmosphere cannot destroy their distinctive Chocolate Character, as they are packed in friction-top tin containers.

These facts should merit the consideration of Soda Dispensers and Ice Cream Manufacturers who aim to increase the popularity of their Chocolate Products.

Correspondence regarding individual requirements will be welcomed.

HERSHEY CHOCOLATE COMPANY

HERSHEY, PA.

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LA CELLOPHANE

(Reg. U. S. Pat. Off.)

"The peerless package wrapping paper"

The profit made is not a percentage of the cost, but the result of a service performed.

FRANZ EULER & CO.
173 LAFAYETTE STREET
NEW YORK

You Get the Benefit

OF OUR NEARLY

40 Years' Experience

THROUGH OUR

Co-operative Service

Bring Your Flavor Problems to

Foote & Jenks
EXPERT FLAVOR SPECIALISTS
Jackson, Mich.

The Basis for Profitable Confections

The quality and costs of your products depend largely on the amount and kind of sugar you use.

Our special line of Confectioners Sugars contain the largest variety in the world. Each grade is of the highest quality—of maximum sweetening power. Fill your needs from this line and you'll find you can get the best results at the lowest costs.

American Sugar Refining Company

The Most Complete Line of Sugar in the World

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A coating for ice cream that is good, is more than a covering.

It tastes good.

Does yours?

We have developed formulae for coatings that the consumers remember.

SCHWARZ LABORATORIES

Analysts and Consultants

113 Hudson Street NEW YORK

Peerless
Marshmallow Sheet

"The Candy Maker's Friend"

Used Extensively by
High-Grade Candy Makers

Gimbal's

The only marshmallow sheet that will produce a perfect product

ACTIVE JOBBERS WANTED

GIMBAL BROTHERS
MANUFACTURERS
First and Folsom Streets SAN FRANCISCO

UNION EXTRACT WORKS

Our 40 years experience has taught us there is always a buyer for a quality product.

Try some of our leaders

Roman Punch Flavor Egg Nog Flavor
Raspberry Fruit Flavor Maple Flavor
Honey Flavor Vanilex

WRITE FOR PRICES

WIDMAYER & JUNGLING
successors to
MERGENTIME & LAMM, 158 hambers St., N. Y.

DARCO
REG. U.S. PAT. OFF.

The Refining, Purifying, Deodorizing, Decolorizing
CARBON
HIGHLY EFFICIENT — AMERICAN MADE

Candy manufacturers and bottlers are invited to consult with our experts, who will be pleased to explain how DARCO effects great economies in production.

DARCO CORPORATION
(Controlled by Atlas Powder Company)
WILMINGTON, DELAWARE

GET BUSY

NOW ON THE MARKET:

CHOCOPOPS FLYING TOPS 1c.
PENNY COUGH DROPS PAINTED TOPS 2c.

Something new in the toy line, Penny Specs, packed 100 in a box. Don't forget our regular line of Premium Boxes including OUR KIDDIES.

THE GEO. J. BRUNELL CO.
18 Park Street Webster, Mass.

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Have You Seen the Latest Floor Plan of the

National Confectionery and Associated Industries Exposition?

If not, send for a copy of the broadside sent out March 15th. You will see that the big COLISEUM is being rapidly filled by exhibitors.

THE BISCUIT AND CRACKER MANUFACTURERS' ASSOCIATION has decided to hold its Convention in Chicago, May 29-31, 1922.

This makes the schedule complete as follows:

National Confectioners' Association, May 24-26
Associated Retail Confectioners of the United States, May 22-24
National Jobbing Confectioners' Association, same week
Biscuit and Cracker Manufacturers' Association, May 29-31

National Confectionery and Associated Industries Exposition Coliseum, Chicago, May 22-27

For the benefit of the Biscuit and Cracker Manufacturers a special exhibition will be arranged to last through the dates of their Convention, May 29, 30, 31, for which many exhibitors in the Confectionery Show will hold their exhibits over, and others serving exclusively the Biscuit and Cracker Manufacturers will be added.

HOW IS THIS FOR COMPANY?

Does this list of exhibitors who have taken space up to date show good enough company for you to be in?

Acme Steel Goods Co.
Aluminum Co. of America
American Oven & Machine Co.
American Plastic Products Corp.
Aridor Company
Atlantic Gelatine Co.
Franklin Baker Co.
Jos. Baker Sons & Perkins Co.
Bear-Stewart Co.
Bendix Paper Company
Blanke-Baer Ext. & Preserving Co.
Emil J. Brach
Bucyrus Copper Kettle Works Co.
B. H. Bunn & Co.
Bunte Brothers
Candy Craft Shops, Inc.
Candy & Ice Cream
Candy Jobber
Clarke's Candies
Clinton Corn Syrup Refining Co.
A. M. Collins Mfg. Co.
Confectioners Journal
Confectioners Mercantile Agency
Conley Foil Company
Cordley & Hayes
Downey-Turnquist & Co.
T. M. Duche & Sons
Thomas W. Dunn Company
Eline, Inc.
Essex Gelatine Co.
Fortune Products Co.
Franklin Sugar Refining Co.
Fries & Fries Co.
Gallanis Brothers
General Electric Co.
Gerrard Wire Tying Machine Co.
J. W. Graf & Co.
Grand Rapids Label Co.
Haug & Co. Inc.
Hobart Mfg. Co.
Hudson Mfg. Co.
Ideal Cocoa & Chocolate Co.
Improved Appliance Co.
International Confectioner
Johnston Tin Foil & Metal Co.
Kaltenbach & Stephens, Inc.
Kay-White Products, Inc.
Kearns-Gorsuch Bottle Co.
H. Kohnstamm & Co.
Lehmaier Schwartz & Co.
Listerated Gum Corp.
Merrell-Soule Sales Corp.
Metal Package Corp.
Milwaukee Paper Box Co.
Milwaukee Printing Co.
A. E. Myers & Company
National Aniline & Chemical Co.
National Art Company
National Bundle Tyer Co.
National Licorice Co.
National Seal Co.
Northwestern Confectioner
E. & A. Opler, Inc.
Henry H. Ottens Mfg. Co.
Panay Horizontal Show Jar Co.
Paramount Machinery Co.
F. F. Pease Co.
Read Machinery Co.
Runkel Brothers
F. J. Schleicher Paper Box Co.
S. E. Schonwasser Co.
H. Schultz & Co.
Senneff-Herr Co.
Sethness Company
Harold A. Sinclair
Smith Scale Co.
Snows Candy Corp.
Soda Fountain
Stadler Photographing Co.
Wm. J. Stange Co.
Swift & Company
Tin Decorating Co.
The Candy Manufacturer Pub. Co.
United Chem. & Organic Prod. Co.
Vacuum Candy Machinery Co.
Voorhees Rubber Mfg. Co.
Vortex Mfg. Co.
L. Weiscopf
John Werner & Sons, Inc.
White-Stokes Company
H. O. Wilbur & Sons, Inc.
Williamson Candy Co.

It is no longer a question whether the big hall will be filled. It will.

For you, Mr. Manufacturer, the question is merely whether you want to pick the space you want or take what is left later on.

If you want to satisfy your choice as to location, write, or better, wire at once to

EXPOSITIONS COMPANY OF AMERICA

1362 Congress Hotel **Chicago, Illinois**

TELEPHONE HARRISON 0205

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Good Business We Had
Better Business Is Coming

You can have the same if you follow our line of Spring and Summer Specialties.

Don't be carried away by the idea that cheap goods will bring you the results.

Quality merchandise is what the consumer wants

HEIDELBERGER
PHILYMADE
SWEETS

Is all quality.

Give us your business and we will bring home to you the bacon.

HEIDELBERGER CONFECTIONERY CO.

1610 NORTH MASCHER STREET PHILADELPHIA, PA.

During the warm summer months, every available selling force must be brought to bear to keep your goods moving———

WARREN'S X-RAY DISPLAY CONTAINER

—IS A REAL SALES STIMULATOR—



Patented Feb. 17, 1920.
Canadian Pat. Aug. 3, 1920.
Great Britain July 16, 1919.

The most satisfactory display container on the market. Comes to you partially folded. Set up in a jiffy.

Forceful designs that catch the eye of the buyer and pull extra business.

Send us your specifications TODAY and bear in mind that we manufacture

FOLDING PAPER BOXES

of every kind and description.

P. R. WARREN CO., Everett, Mass.

NEW YORK OFFICE—200 Fifth Avenue. Telephone Gramercy 0232
PITTSBURGH OFFICE—802 May Building. Telephone Smithfield 975
CLEVELAND OFFICE—1003 Schofield Building. Telephone Main 3980

Warren's X-Ray Display Containers. Manufactured in Canada by The Rudd Paper Box Co., 372 Richmond St. West, Toronto

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RASCALS

TRADE MARK REGISTERED

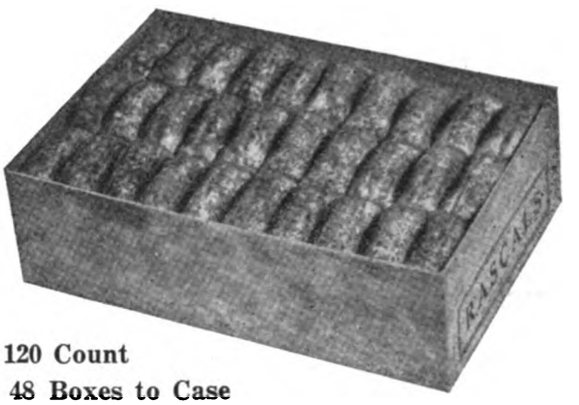
Nutritious



Delicious

A PENNY SUMMER SPECIALTY with a *COME-AGAIN* flavor

Rascals are different from any other candy you ever tasted. There's a rich, smooth Virginia Peanut Butter that you'll appreciate when a Rascal melts in your mouth. It's a good sized mouthful of creamy deliciousness, covered with fresh toasted cocoanut.



120 Count
48 Boxes to Case

RASCALS Sell Best Because They Taste Best When the Weather Is Warm

RASCALS were a novelty last year, and a few hundred quick-acting jobbers cleaned up splendid profits. This year RASCALS are an established success and everybody can share in it. Put your stock in early—get your customers to taste some and you'll keep coming back to us for more all through the season.

Write today for samples and prices



Actual Size RASCAL
Bigger and Even Better Than Last Year

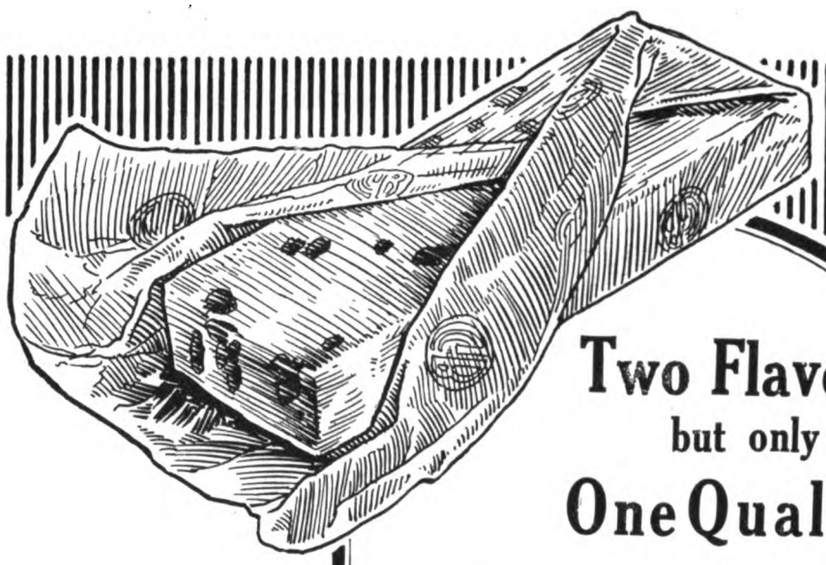
We Have Several Good States Open for Agencies. Write.

PENN TREATY CONFECTIONERY CO.

In business since 1910.

135 Vine Street, Philadelphia, Pa.

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Two Flavors
but only
One Quality

5¢

GOLD BRAND Nougat comes in two tempting flavors—for all folks' tastes are not alike. But there's only one GOLD BRAND quality. And that's the quality that has made it the swiftest-selling Nougat Bar.

Choicest sugar and finest syrup—purest flavors and meatiest nuts—specialized manufacture in sanitary surroundings—and a bigger bar at a better price—

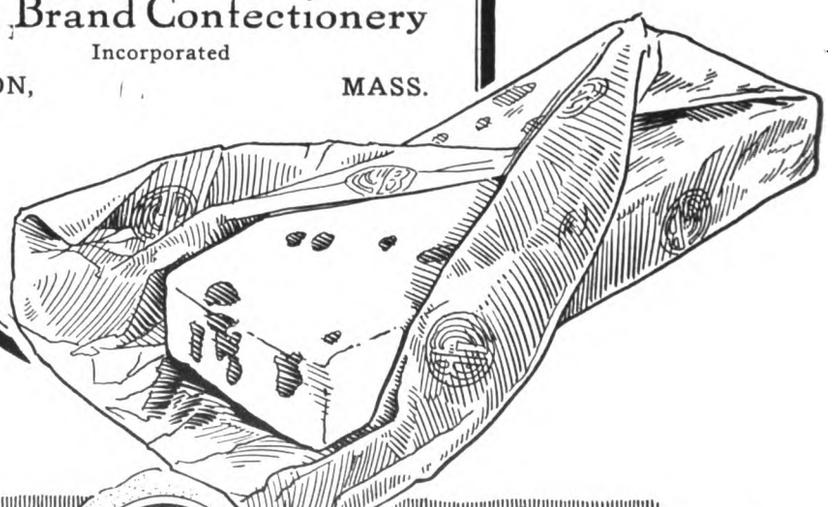
These have made GOLD BRAND the "buy-word" for Nougat Bars—to the greater profit of every dealer and jobber handling the line.

Your order for quick shipment or your request for samples will be filled IMMEDIATELY. Write!

Gold Brand Confectionery
Incorporated
BOSTON, MASS.

"A Handy Dandy Candy"



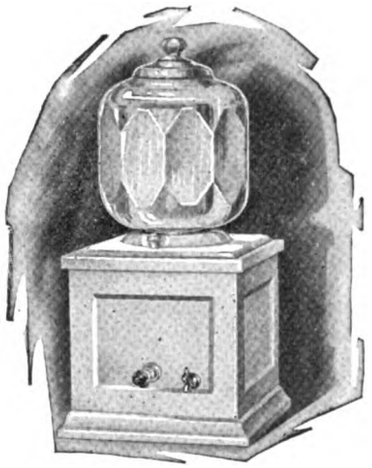


GOLD GB BRAND

NOUGAT BAR

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"ROTAX" Coolers and Dispensers



—have "ROTAXIZED" themselves into the good graces of users everywhere.

The same QUALITY which makes Better Service for the user makes Business Better for you.

Approval of This Character Is Won and Retained by Merit Only

"The 'ARISTOCRAT' Model is a masterpiece in cooler design and construction, and is further evidence of 'ROTAX' leadership.

"I have had fifteen years of cooler experience, but never believed it possible to build in commercial quantities, at a price within reach of the trade, a cooler so BEAUTIFUL.

"To my mind, it adds just the last word to a FAULTLESS soft drink service.

"J. S. MERRILL, Tampa, Fla."

Write at once for catalog

ROTAX COMPANY, Inc.

384 East 133rd St., New York City

OUR SPECIALTIES

AMERICAN MAIZE PRODUCTS COMPANY
CRYSTAL CORN SYRUP
AMAIZO
TRADE MARK
43
CHICAGO

AMAIZO Confectioners' Thin Boiling and Moulding Starches

AMERICAN MAIZE PRODUCTS CO.

135 William Street, NEW YORK
111 W. Monroe St., CHICAGO

Quaker City Summer Goods

A complete assortment of real sellers made especially for the warmer season.

Quaker City Ices
(Pure Cocoanut)

Cream Virginia Peanuts
Cream Mint and Wintergreen Wafers
O-U-Kids

and a large assortment of

GUM AND JELLY PIECES
ICED GOODS
PAN WORK
WRAPPED CARAMELS

packed as penny or weight goods.

In Demand Everywhere

QUAKER CITY CHOC. & CONF. CO. - Philadelphia, Pa.

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POPULAR

PENNY PACKAGES

TINY HEARTS
DAINTY BREATHLETS
MOVIE LOZENGES
BOSTON BAKED BEANS
MONEY LOZENGES
CAPT. KIDD TREASURES
GUN CLUB BUCK SHOT

Package Confectionery Company
BOSTON, U. S. A.

Printing and Cartoning

The PACKAGE CONFECTIONERY COMPANY have *added to their already large equipment for PRINTING and CARTONING, and now take pleasure in offering to the*

Confectionery Trade

their experience in these lines, for economy, efficiency, and attractive product.

LARGE ORDERS especially desired, although small requirements (especially from our customers) are solicited.

Package Confectionery Company

Address: Dept. No. 43, P. O. Box 2252
BOSTON, MASSACHUSETTS

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After delivery to the Jobber and the Dealer, your chocolates may even become softened from the extreme heat, yet will again harden (or set) from the cool night air and *will not turn grey* if you have used

HAEHNLEN'S HARDENER

Order now---Do not delay

Full information and quotations on request

Manufactured by
L. S. Haehnlen
3817 Wyoming Street, St. Louis, Mo.

Sole Distributors
Haug & Co., Inc.
295 Broadway, New York, N. Y.

VAN-MUL

A HIGHLY CONCENTRATED VANILLA

Made of **MEXICAN BEANS** and Fortified
Will Not Freeze or Cook Out
3 drams (10 cents) Flavors 100 lbs. Candy
¼-oz. (7c) Flavors a 5½-Gal. mix of Ice Cream

MANY SATISFIED USERS

Can be made into an Extract by adding warm water—1 pound makes 2 gallons.

PRICE—PER POUND
1 pound Containers $5.00
5 pound Containers 4.50
Special Contract Price ORDER NOW

True Fruit Extracts

STRAWBERRY	APRICOT	$7.50 per gallon in 6-gallon cases—one kind or assorted.
RASPBERRY	PEACH	
BLACKBERRY	GRAPE	
LOGANBERRY	CURRANT	
PINEAPPLE	CHERRY	

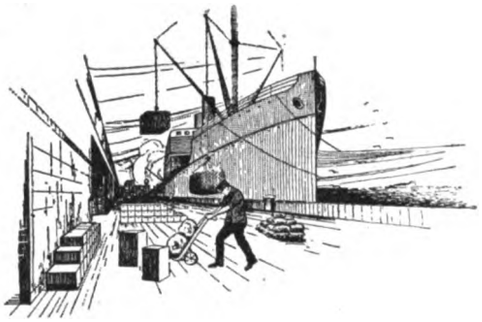
Downey-Turnquist & Co.
Manufacturing Chemists
SODA WATER FLAVORS TRUE EXTRACTS
537 N. Dearborn St., Chicago, Ill.

Penny Goods
OF
Hard Candy

M. M., Cream, Cocoanut,
Chocolate Covered, Jelly and Pan
ALSO
Stick Candy in Barrels and
Pail Specialties

The Blue Ribbon Candy Co.
749-51-53-55 W. Pratt St.
BALTIMORE, MD.

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DRIED EGG PRODUCTS
from China.

CEYLON DESICCATED COCONUT
all cuts.

MOULDING AND THIN BOILING STARCHES

CONFECTIONERS' FLOUR

The Mark of Approval

A definite system of selective control prevails at the source of all our imported materials.

Likewise, the degree of care exercised in manufacturing processes strikes a *high quality level*—

Presenting for consideration but *another phase* of a policy which has earned the endorsement of those whose interests we seek to serve.

STEIN, HALL & COMPANY
INCORPORATED
MANUFACTURERS AND DIRECT IMPORTERS
61 BROADWAY . EXECUTIVE OFFICES - NEW YORK
Branches:
BOSTON PHILADELPHIA SAN FRANCISCO
STEIN-HALL MFG. CO.
CHICAGO

CORN PRODUCTS REFINING CO. CONFECTIONERS CRYSTAL CORN SYRUP (UNMIXED) U.S.A.

Unexcelled for Cooking Qualities

Corn Products Refining Co.
17 Battery Place NEW YORK

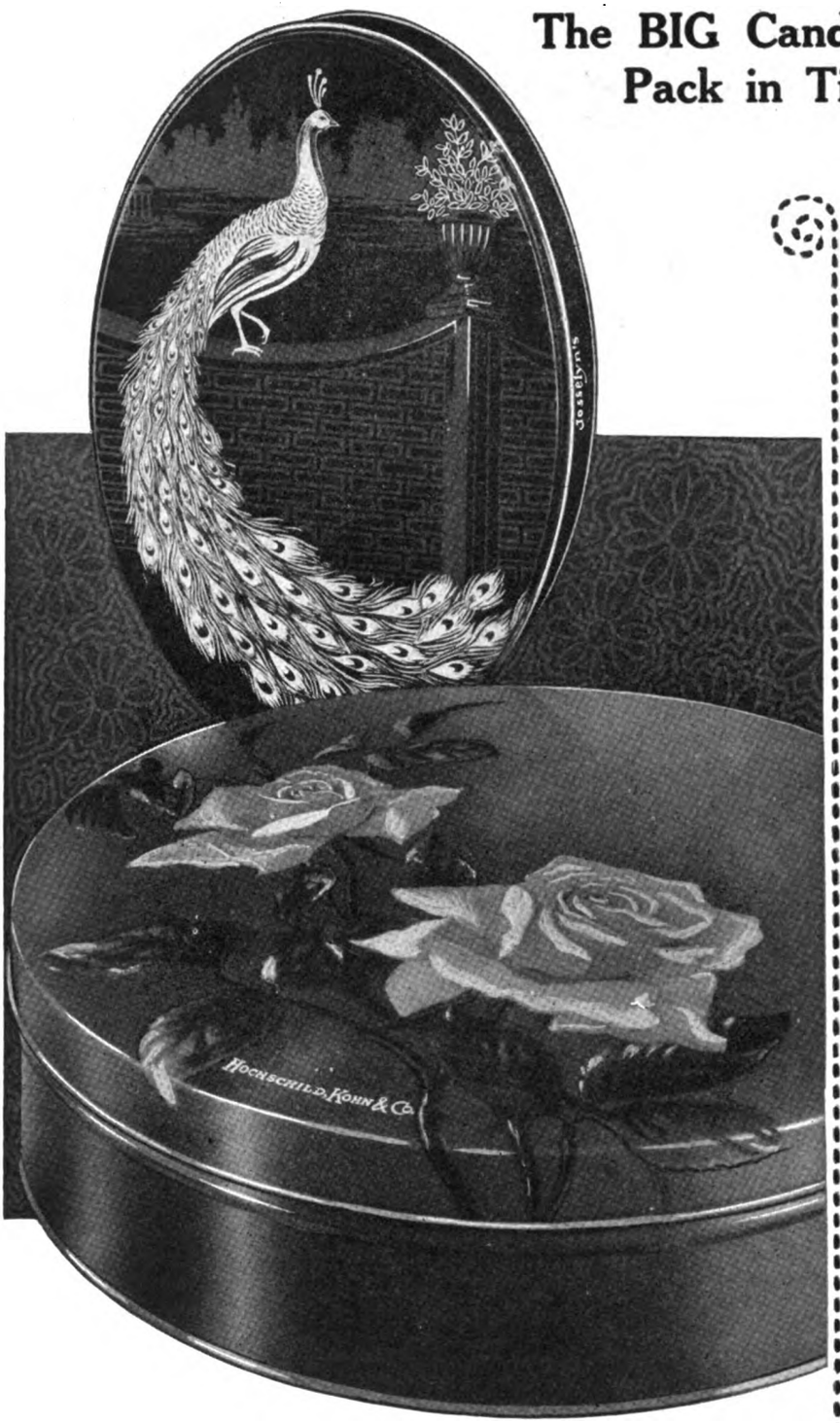
Oil Lemon
Oil Orange
Oil Peppermint
Oil Sweet Birch
Vanillin
Coumarin

TRUE FRUIT FLAVORS
CERTIFIED COLORS

H. C. RYLAND
ESSENTIAL OILS
52 Laight Street, New York
Chicago Office: 2704 Greenview Ave.

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The BIG Candy Men of America Pack in Tindeco Metal Boxes. Why?



Their reasons run all the way from "they keep candy fresh and whole"—to "attractive appearance" and "prestige." But the *big* reason at the bottom is big PROFIT—in dollars and cents.

Hochschild, Kohn & Co., Josselyn and many others *continue* to pack in Tindeco Metal Packages. Sound judgment like this is what *made* them "big."

Millions of women are buying candy in beautiful boxes like these because they can be used as utility boxes *after* the candy's gone.

We have boxes like the ones shown all ready for your imprint, trade mark and color scheme. Phone, telegraph or write your order *today.*

THE TIN DECORATING COMPANY OF BALTIMORE, MD.
(The Largest Metal Decorating Plant In The World)
MANUFACTURER OF

TINDECO

Decorated Tin Packages for Candy

469 Fifth Ave. New York City
1616 North American Bldg. Chicago, Ill.
40 Court St. Boston, Mass.
311 Lyric Bldg. Birmingham, Ala.
727 Union League Bldg. Los Angeles, Cal.
Henry Bldg. Seattle, Wash.

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For Pure Vegetable Butters

Stick to the ORIGINALS

KoKoReKa

Parasub

Ko-Nut

And Be Assured of Quality and Uniformity

KoKoReKa

is a pure vegetable butter used for thinning chocolate, caramel work, nougats, butter scotch, chews, fudges and chocolate covered ice cream bars.

Ko-Nut

is king for salted nuts, a pure sweet neutral nut fat for roasting salted nuts, popcorn, slab dressing, kisses, chewing candies, ice cream cones and as a filler.

For Easter Work Use

PARASUB

Melting point, 98 degrees.

It is a hard stock substitute for paraffine and excellent where a quick selling fat is required such as in Easter Work, penny dipping, lower priced chocolate work, popcorn work, caramels, kisses.

Our Demonstrators

are practical men with years of experience. At any time you meet difficulties with your goods, write us. Our demonstrators will advise you, and if desired will, when in your city, work out your problems in your factory.

Write for Free Booklets

"Science in Confectionery." Also for our new special literature, "Uses and Abuses of Chocolate Coating;" "How to Salt Peanuts and Popping Corn with Ko-Nut."

Free samples of our goods on request

INDIA REFINING CO.

PHILADELPHIA

ORIGINAL Manufacturers of Refined Cocoanut Oil Products in the United States

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Snows Lunch Bar

Now Sells for 5c

Over 2 ounces of vanilla chocolate with more than the usual amount of specially selected peanuts.

This bar is only one of the many big size, high quality products made by Snows. In our general line, and particularly in our count goods, we are striving to make dependable, uniform candies which are priced to bring our customers a large measure of success.

It is only by such methods that our own success can be measured.

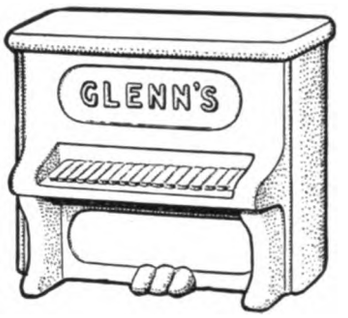
We invite requests for samples, prices, and our monthly price list.

©1922

SNOWS CANDY CORPORATION
213 EAST ILLINOIS STREET · CHICAGO

Try This On Our

NEW PIANO



"Sing a song of success,
A pocket full of cents,
All these little penny sales
Help to pay the rents."

Samples and prices of our New One Cent Chewing Gum Pianos to jobbers only

J. W. GLENN

The ORIGINAL Manufacturer

PURE CHEWING GUM NOVELTIES

65 Carroll Street Buffalo, N. Y.



Manufacturers of Pure Food Gelatines

BUILT on all the LATEST, UP-TO-DATE, LABOR SAVING LINES to produce ALWAYS a uniform ARTICLE.

Our RAW STOCK supplied by our OWNERS assures THIS.

Our Grades are of the HIGHEST QUALITY OBTAINABLE, clear to the point of TRANSPARENCY, SWEET, FREE OF ODOR, and GUARANTEED to comply with all STATE and NATIONAL PURE FOOD LAW REQUIREMENTS.

ITS USE INSURES GOOD TEXTURE AND A SMOOTH CREAM.

A TRIAL ORDER will convince you that these are the best grades of GELATINE in proportion to price that can be secured.

ATLANTIC GELATINE COMPANY

HILL STREET, WOBURN, MASS.

BRANCHES:

NEW YORK	CHICAGO	SAN FRANCISCO	BALTIMORE
3415 Woolworth Bldg.	Suite 510-11 118 N. La Salle Street	suite 240 Hansford Block 268 Market Street	1012 Union Trust Bldg.

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HEADQUARTERS FOR
Peanut Specialties

All Big Sellers and Good Money Makers

Send Your Order—For Prompt Shipment

Choc. Peanut Cluster Bars	100 to box—46c
Ever Best	100 to box—55c
Cocoanut Toasted Bars	100 to box—55c
New York Jumbos	120 to box—60c
Choc. Peanut Chips	120 to box—60c
Choc. Peanut Cluster Bars	24 to box—46c
Virginia Nut Krisps	24 to box—60c

Sugar Toasted Peanuts—Packed in 40-lb. cases or barrels, weighing about 200 lbs.

Prices Sent Upon Request

Virginia Peanut Product Co.
79-81 Delevan Street Brooklyn, N. Y.



PINEAPPLE CUBES

FOR DIPPING

Packed in No. 12 (Gal.) Cans Gallon Glass Jars

8 FLAVORS - 8 COLORS

CREME DE MINT	GREEN
ORANGE	ORANGE
MARASCHINO	RED
LEMON	LEMON
NATURAL	NATURAL
GRAPE	PURPLE
RASPBERRY	RED
VIOLET	VIOLET

Wonderfully Delicious!



Two Sizes
800-900 Count
1100-1200 Count



Processed right to cordial when cream dipped and chocolate covered
(Note illustration)

Order a case—6 cans assorted flavors—*Today*
Prices and results will more than please you.

Blanke-Baer Extract & Preserving Co.
3224-34 South Kingshighway St. Louis, Mo.

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Collins HONEY SCOTCH

(Improved Butter Scotch)

A quality candy specialty. Six years of constantly increasing sales. Sold by jobbers from coast to coast and from Minneapolis to New Orleans.

The Scotch Without Regrets For Summer Trade

5c 10 pieces to a boat
30 boats to a box
24 boxes to a case
Also bulk, in 10 and 20 lb. cases

Samples and Prices on Request

J. N. COLLINS CO.
Minneapolis, Minn.

CHECKERS



5c

10c



MARSHMALLOWS

SELLING

SELLING

SELLING

5c CHECKERS and SHOTWELL'S 10c Package MARSHMALLOWS are having a really sensational sale.

Are you getting your share of this profitable business? Build your sales on these big sellers and proven repeaters.

ACT TODAY.
Order a sufficient stock NOW.

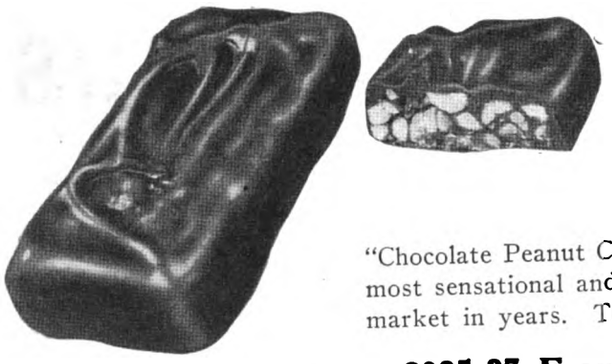
THE SHOTWELL MFG. CO.

Chicago Brooklyn

Specializing on

CHECKERS CANDY BARS MARSHMALLOWS

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Notice to the Trade

We take this opportunity of informing the trade that we have registered at the Patent Office, Washington, D. C., the name of

Chocolate Peanut Chews

Registered Serial No. 154,588.

"Chocolate Peanut Chews" is a pass-word with the trade. It is one of the most sensational and staple selling pieces that has been introduced to the market in years. There is only one **"CHOCOLATE PEANUT CHEWS."**

D. GOLDENBERG, 2935-37 Frankford Ave., PHILADELPHIA, PA.

MATTHEWS BROS.

MAKERS OF

Plain and Fancy Candy Boxes
Cartons and Folding Boxes
OF ALL KINDS

115 HOPKINS PLACE
BALTIMORE, MD.

CLOVER BRAND LOZENGES

Clover Mints Clover Mints
Medicated Work a Specialty

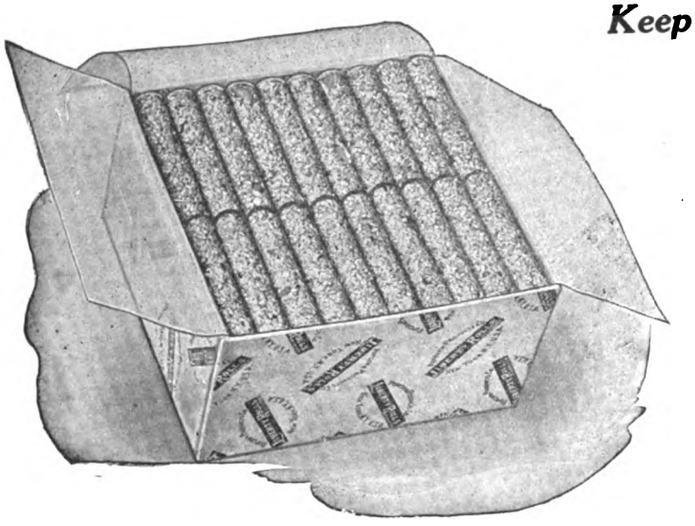
Specialties

Cigarettes	Chop Sticks	Ben Hurs
Diadems	Cachous	Penny Roll Lozenges
Penny Roll Cachous	Floral Dainties	Beauties
Milo Cigarettes	Chocolate & Printed Wafers 10 for 1c	

CLOVER WAFER ROLL 5c

SMITH & PETERS Philadelphia

Keep your trade well supplied with



LIBERTY ROLLS
REG.U.S.PAT.OFF.

POPCORN CIRCLES
and
KRISPO BARS

PACKED 120 COUNT

The "Steady Repeater" of the Popcorn Industry

Manufactured and Guaranteed by

The Popcorn Products Co., 1 Desbrosses St., New York

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Forward! March!

Three Pound Bulk Box

Delicious Hand Dipped Chocolates

(Glad to sell you Five Pound Boxes if you want them)

24 cents the Pound—72 cents the Box

(Except Special Centers, see Catalogue

Delivered

to

All Points East of Chicago, St. Louis, and New Orleans
Pro Rata Freight Beyond Those Points

See Here!

Our 3 pound box offer is little less than a REVOLUTION in the Confectionery Industry of the United States. For many years all of the better class bulk chocolates have been sold in 5 pound boxes. If times were great, and the pulse of business beating high, we wouldn't want to change that. Big Units mean Bigger Sales.

If Ambassador Chocolates were sold only by Marshall Field, of Chicago, John Wanamaker, of New York and Philadelphia, and the Big Merchants on the Main Streets of the Big Towns, we would not want to change that Unit. But times are out of joint, and it is up to every manufacturer, jobber and merchant to keep his stocks low, to watch every penny he invests, to turn his capital over, and the 3 pound box does all that. Just think of it, for every thousand dollars a jobber invests in bulk candy in 5 pound boxes, he need only carry $600 in 3 pound boxes, and he has the same assortments and the same facilities for taking care of every customer on his books.

The American public is not buying the great mass of its confectionery wants from the Department Store and the Big Merchant. Of course that is true. There are no available statistics of the number of small storekeepers of the United States, but they are placed here, there and everywhere in the back streets of our big Towns, North, East, South and West. They are found in the New England Villages, and the Kansas Crossroads, and 90% of the candy consumed in the United States is bought in that class of store. Very few of these stores are prosperous today and their owners are confronted with the difficulty of having adequate stock and wide enough assortment to attract and take care of what trade is going.

We have a thousand jobbers buying our goods, covering the territory between this City of Baltimore, and Far Off Denver, and everyone of them is dependent for his volume upon the small storekeeper. He sells the big fellow here and there, now and then, but from Monday morning until Saturday night the orders that come to him by telephone, by mail, through his salesmen or his own efforts is from the little fellows who, though buying a little, in the aggregate give him volume.

And, so we are putting out a 3 pound bulk box. First, to cut down the amount of stock necessary for each of our jobbers to keep on their shelves—**cut it down 40%**. Secondly, to cut down the investment of the retailer or give him the opportunity of wider variety and better display for the same money. We haven't done this without deep thought, without consultation with many jobbers in all parts of the Country. We are right. Write us for samples and full information.

Ambassador Chocolate Company

BALTIMORE **IN THE STATE OF MARYLAND**

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BEN FRANKLIN SAID—

PROMISES will get you friends, but non-performance will turn them into enemies.

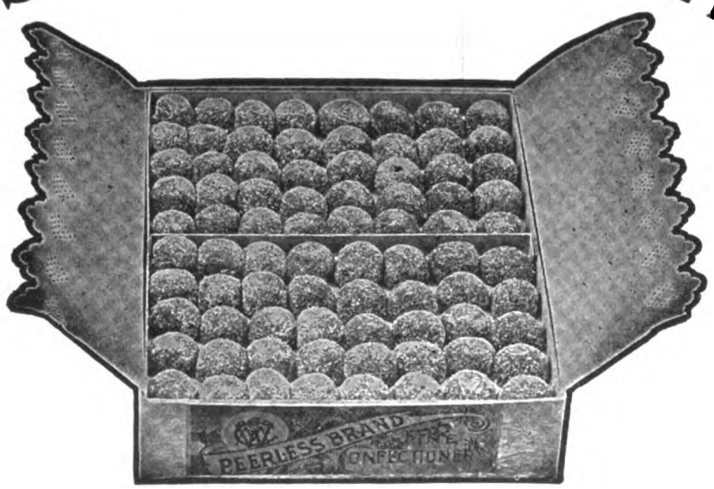
The friends we have made in forty years of business stand as evidence of the fact that we fulfill our promises.

Machinery, Equipment and Supplies for the Confectioner

J. W. ALLEN & CO.

110 No. Peoria St. Chicago, Illinois

PEERLESS BRAND JELLY DROPS



New Tray Package

Every Drop Perfect

BEST ON EARTH

Manufactured Exclusively by

WILLIAMSPORT CANDY MFG. CO., Williamsport, Pa.

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NECCO PEPS

So smooth—they dissolve evenly to the last particle. Made of Peerless Wafer stock, delightfully flavored with natural peppermint.



Actual Size

No wonder they're selling fast! Look at the size—better quality and a real nickel's worth. Priced to show a liberal profit to the trade anywhere in the United States.

Necco Peps—1¼ oz. Rolls—18 Lozenges. Packed 20 Rolls to box—48 boxes to case.

Ask your jobber to show you this new Necco piece—it's going big!

A wide variety of high-grade Chocolates, Sherbets, Pan Work, Gum Work, Cream Work, Pure Sugar Lozenges, Wafers, Hard Candies, Chocolate Covered Cream Bars and Penny Chocolates, also bear this trademark of quality.

Necco Sweets

NEW ENGLAND CONFECTIONERY CO.
BOSTON MASS.
74 Years of Successful Candy Making

Ask To See Our
New Line of Penny
CARAMELS
They Are Winners

Caramels

Golden Gems
240 Count
A Molasses Treat

Caramels

Chocolate Wonders
240 Count
Vanilla and Chocolate
Won Their Favor Through Their Flavor

Caramels

Fairy Wonders
240 Count
Vanilla and Strawberry
As Sweet as Honey—They'll Bring You Money

Caramels

Snow Flake Gems
240 Count
Rich in Cream—They're a Dream

Caramels

Think of the Size and Quality

Send for Samples and Price
You'll Be Glad We Coaxed You

IDEAL CARAMEL CO., Inc.
JOHNSON CITY, N. Y.

The Valley of Fair Play

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Sethness Company,

659 Hobbie Street CHICAGO, ILL.





Manufacturers of

Egg Fondants and Caramel Pastes
Extracts, Fruits and Colors

CREAMS FOR CHOCOLATE
CREAM CENTERS AND NOUGATS

EGG SPONGE **NOUGAT KING**
KANDY KORE **MARVEL WHIP**

FULL CREAM CARAMEL PASTE

TRUE FRUIT EXTRACTS **ARTIFICIAL EXTRACTS**
VANILLA EXTRACTS AND COMPOUNDS **DIPPING FRUITS**
SODA FOUNTAIN FRUITS **MARSHMALLOW TOPPING**
½ GALLON JARS ¼ GALLON JARS 1 GALLON CANS HALF BARRELS
BULK KEGS BARRELS

Operating 75,000 Square Feet for Quality and Service

DENVER BRANCH
Thirteenth and Wazee Streets

PITTSBURGH BRANCH
609 Chamber of Commerce Building

Certified Food Colors
Vegetable Colors
Cochineal Colors

GENUINE FRUIT EXTRACTS
ALSO
NON-ALCOHOLIC FLAVORS
Concentrated in Paste Form (For Hard Candies)
Made from the real fruit

Manufactured by

H. KOHNSTAMM & COMPANY
(Established 1851)

First Producers of Certified Colors



83-93 Park Place New York

11-13 E. Illinois Street Chicago

manufacturers of

Glassine
EVERYTHING

PLAIN-EMBOSSED-PRINTED

Printed in Gold
Gold Embossed
Box Wrappers
Bar Wrappers

BAGS--ENVELOPES

Thomas M Royal & Co
BRYN MAWR-PA

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School Days

A Bottle of Milk at recess helps to make growing bodies sound and keeps youthful minds alert for the study hours ahead.

Milk is today increasing the health and efficiency of school children in many American cities. Use your influence to have milk dispensed during recess and lunch hours in your local schools.

Progressive milk dealers furnish *Stone's Seamless Straws* with Milk delivered at schools and offices because they

Safeguard the health
Protect the clothing
And eliminate the expense of costly containers

Stone's Straws are also dispensed freely at soda fountains, restaurants, and wherever your favorite drinks are sold.

Use a Straw or two with your next drink.

Stone's Straws add a novel touch of original daintiness to every home festivity. A sanitary box of 500 for home use may be obtained at small cost from your druggist.

The Stone Straw Co
Exclusive Manufacturers
Factories
Washington, D. C. - Baltimore, Md.



These Advertisements are now running in *THE SATURDAY EVENING POST* telling over 2,000,000 readers that Stone's straws are

- healthful
- economical
- pleasing

STONE'S STRAWS

Three Popular Lengths

10½" 8½" 6½"

Because of the constant demand for Stone's Seamless Straws in 10½ inch lengths for 10 ounce to 16 ounce bottles and in 6½ inch lengths for half pint milk bottles, (used largely in schools), the Stone Straw Company will carry stocks of these sizes for shipment in cases containing 50 boxes of 500 straws each.

The standard 8½ inch Stone's Straw is the correct length for 6 ounce and 8 ounce bottles and for soda fountain use.

Please address Inquiries to

The Stone Straw Co
Exclusive Manufacturers
Factories
Washington, D. C. Baltimore, Md.



The Best Drink Tastes Better Through A Straw

Stone's Seamless Straws
Safeguard your health
Protect your clothing
And cost you nothing

Stone's Straws are freely dispensed wherever your favorite drinks are sold.

Use a straw or two with your next drink.

Stone's Straws add a novel touch of original daintiness to every home festivity. A sanitary box of 500 for home use may be obtained at small cost from your druggist.

The Stone Straw Co
Exclusive Manufacturers
Factories
Washington, D. C. - Baltimore, Md.



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Extra big—and *good*

That's why they are quick moving



Real creamy marshmallow in delicious nut chocolate



Short Nougat with plenty of almonds

5¢ bars

ACTUAL SIZE



Rich creamy marshmallow combined with milk caramel

Close's big chocolate covered bars have proved that they sell themselves.

When they were brought out last October, jobbers who stocked them sent in big repeat orders.

These Bars are **right**—extra big—and good, and the price is right, 5c.

If you are buying cautiously to make sure you stock only quick-moving goods in these days, watch the sales records made by Close's Chocolate Covered Bars—five kinds, Belmont, Nougat, Caramallow, Cocoanut, and Peppermint.

Packed 24 bars in a carton. Foil wrapped or unwrapped. Write for samples and prices.

The George Close Company

CAMBRIDGE . MASS

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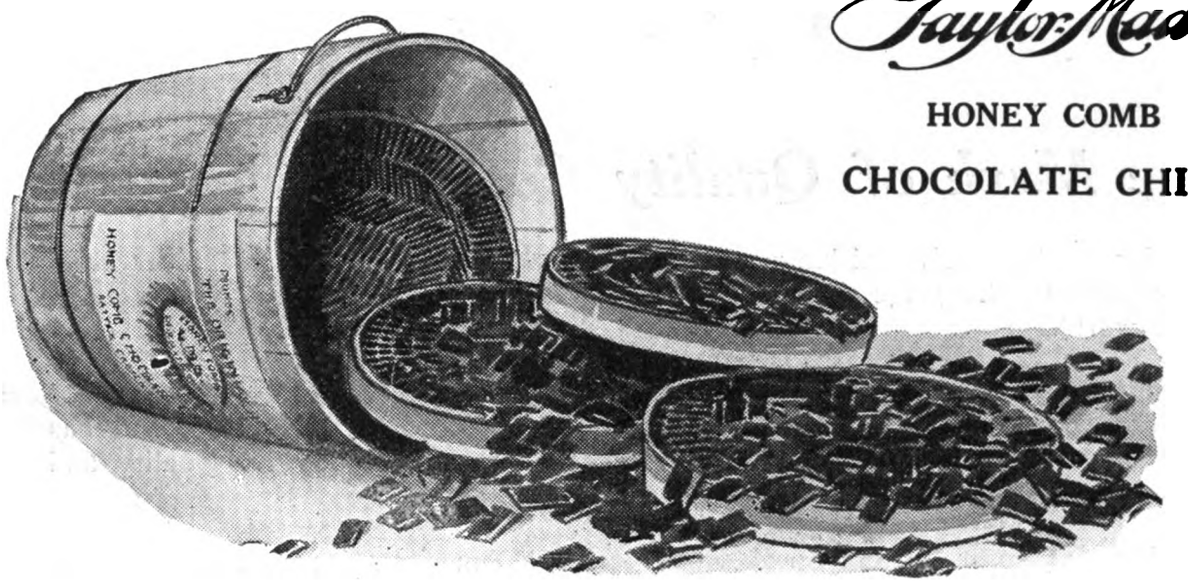
The Name on each Chip

"The Best Known and the Biggest Seller on the Market"

"Taylor-Made"

HONEY COMB

CHOCOLATE CHIPS



W. E. TAYLOR, Maker - - - - Battle Creek, Mich.

CHRISTO BRAND **LG** THE ONLY RELIABLE

Sterilized and Preserved Stuffed Glace Natural Fruits

Glace Stuffed Regular Prunes
Glace Stuffed Nutted Prunes
Glace Stuffed Regular Apricots
Glace Stuffed Grapefruit Apricots
Glace Stuffed Nutted Apricots
Glace Stuffed Cherries or Regular
Glace Pineapple
Glace Figs and Stuffed Dates
Glace Grapefruit
Turkish Delight — Nutted or Plain

For Particulars Write to

Christo Georgiades & Co.

148 39th Street - Brooklyn, N. Y.

GELATINE

Our gelatine is guaranteed to be absolutely pure and to stand the most severe tests of all present food laws.

Our fifty-four years of experience have so perfected our gelatine that it will produce incomparable marshmallow and Confectionery Specialties.

Milligan & Higgins Gelatine Co.

Established 1868

222-224 Front Street, New York City

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The Mark of Quality Cocoanut Products

"Quality speaks a universal language and commands a universal tribute." Everybody understands the language that Quality speaks. It is the plainest, simplest language in the world.

It cannot be "mispronounced"—cannot be made "polyglot"—cannot be "mimicked." Quality has become the Universal Language solely because the whole world has been educated to "pay tribute to it"—to demand it, and to buy for Quality and Quality **alone.**

American Cocoanut Butters Speak Quality and the American Cocoanut Butter Company **talks** Quality and maintains it.

American Cocoanut Butters say Quality when they reach you in their snowy freshness—say Quality when they go into your products—Quality when your products go to the retailer—Quality when your products reach the consumer as sweet and fresh as when they leave your plant however far they may travel.

And there's an American Cocoanut Butter scientifically perfected to meet your every need—to spread the **sweet** story of Quality in your products from the Tropics to the Antipodes—for these pure, carefully guarded Butters won't turn rancid whatever the climatic conditions.

ACOMO

For chocolate work, Caramels, Nougats, Chews, Fudges and Butter Scotch.

ACOMINE

For Kisses, Salting Nuts, Slab Dressing, Pop Corn Confections and Fillers for Hard Candies.

MAROKO

For Layer Caramels or Nougats and as Fillers for delicate wafers.

If American Cocoanut Butters are not already **speaking** Quality for you—you can't start them talking too soon. Samples will be gladly sent on request and our Laboratory Service is yours for the asking.

American Cocoanut Butter Company

Also Makers of ACOCOAT and ACOSET

CHICAGO
127 N. Dearborn St.

297 Fourth Ave.
NEW YORK

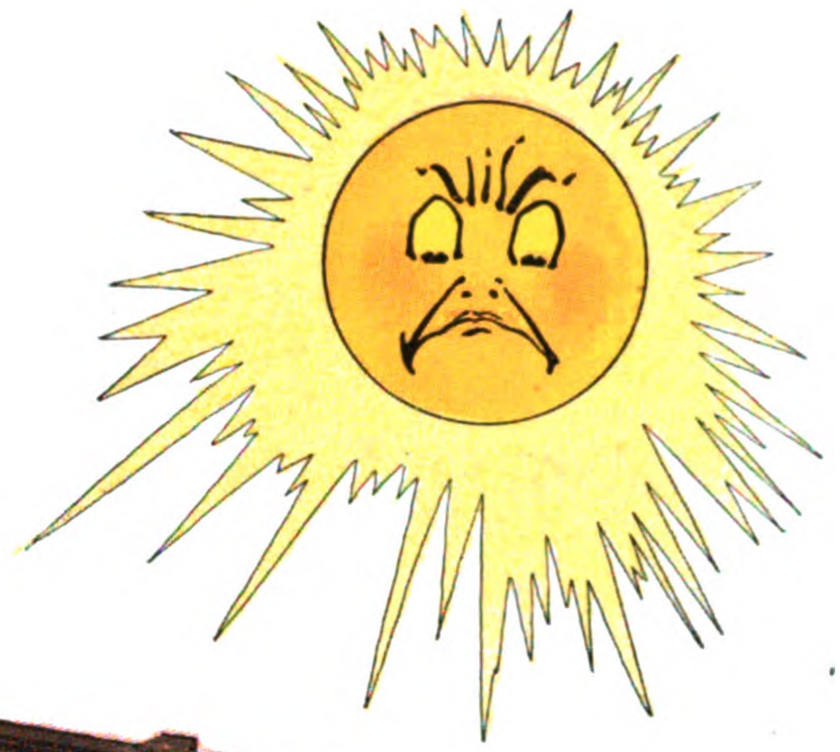
To insure prompt service, complete warehouse stocks are maintained at the principal distributing centers

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NASHUA GUMMED & COATED PAPER CO.

WAX PAPER MILLS

NASHUA, N.H.

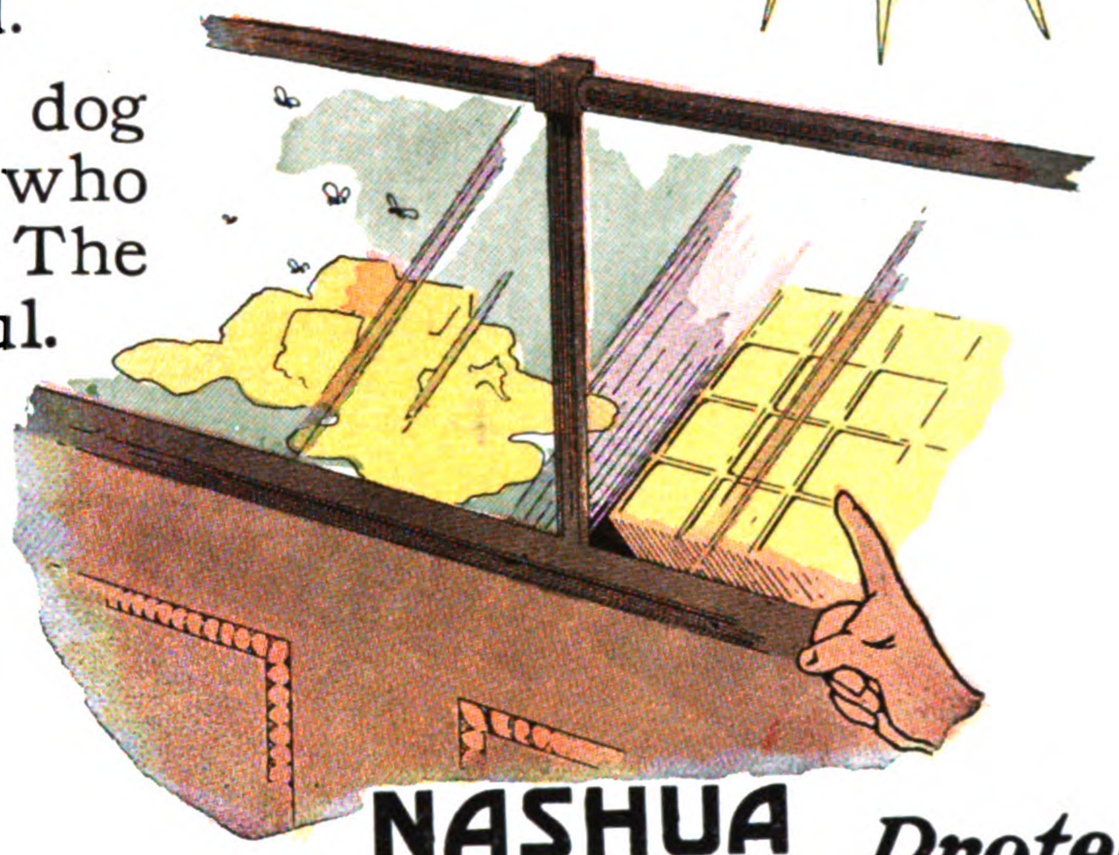


WHEN Old Sol gets a clear path to the candy case, the tray of unwrapped goods goes thru a process of amalgamation, with results sad to behold.

The hot, muggy, melting dog days are hard on the dealer who carries unwrapped goods. The wrapper certainly is useful.

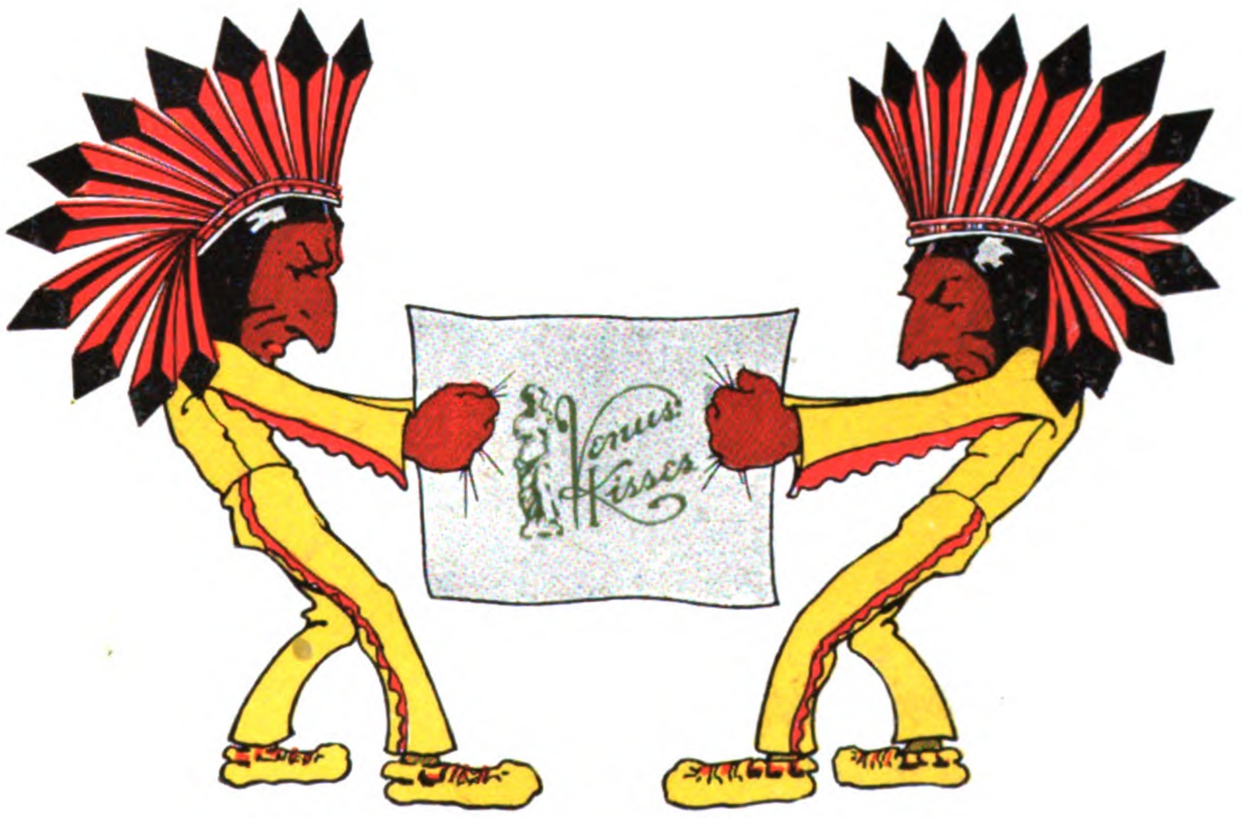
That is not the whole story however.

The wrapper carries a trade-mark identifying the brand and insures the consumer preference in favor of the owner of the trade-mark.



NASHUA *Protects*

The wrapper assures cleanliness and freshness.



Strength

Wrapping is accomplished by machinery. The machine gives the wrapper pretty strenuous pulling, twisting, folding. A wax paper to bear up under the strain and come out looking like it enjoyed its job must have certain qualities of strength—folding, twisting, creasing strength.

A weak wrapper at any price is a costly buy because it slows up production, clogs up the machine, kills the sale of the candy.

Judge Nashua Quality by the machine test—samples for testing sent on request.

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A STRAIGHTFORWARD statement without attempt at embellishment seems to us most consistent with the facts we aim to convey — with the sincerity of our purpose and the significance of our message.

We manufacture paper — for certain purposes

box papers in hundreds of stock designs, colors and finishes—

box papers to order in special designs embodying private trade marks, emblems, or names —

gummed papers and fabrics for box stays, labels, etc.—

wax papers for bread wrappers, box linings, candy wrappers and for all uses for which wax paper is suitable.

Box papers are sold thru the box manufacturer with whom we co-operate in every possible way and in only exceptional cases do we have direct relations with the purchaser of the completed boxes.

Every box manufacturer has or can easily obtain a full line of Nashua Samples for your inspection and we ask you to insist upon Nashua products because in so doing you are certain to get the best possible product, at a fair price under any and all conditions. The possibilities of improving your containers — making them more attractive and more practical — thru the use of Nashua products will be explained fully to you by your box maker.

NASHUA GUMMED & COATED PAPER CO.

NASHUA, N. H.

Mills

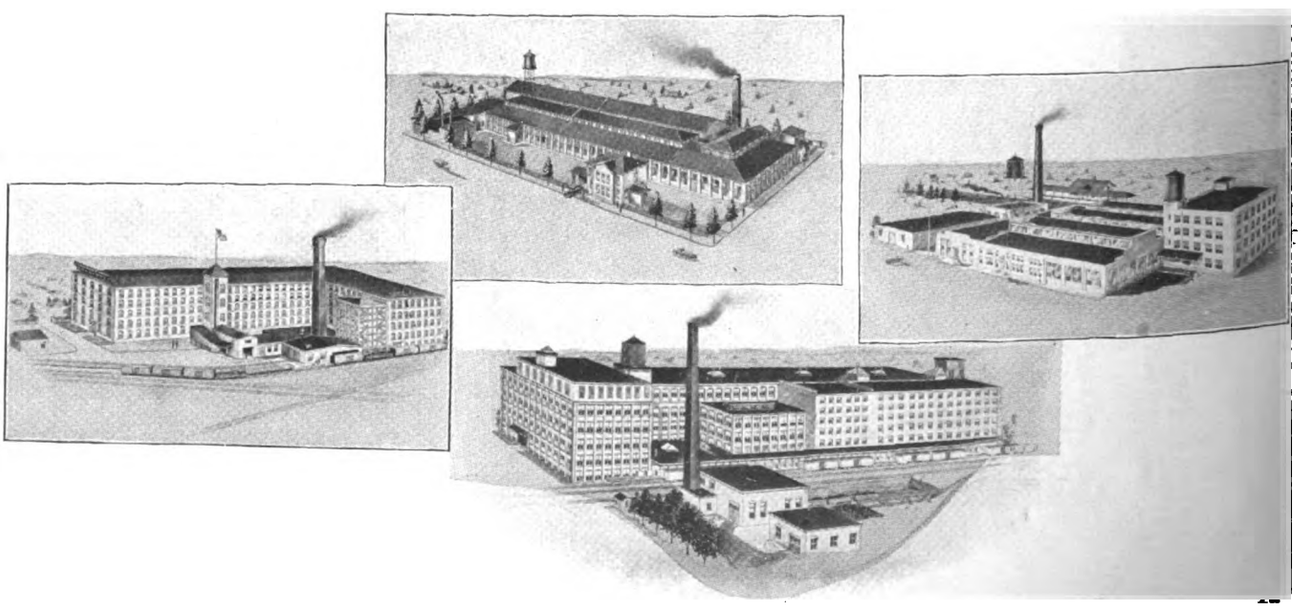
NEW HAMPSHIRE OHIO NEW YORK CANADA

Sales Offices

NASHUA, N. H.
CONWAY BLDG., CHICAGO
MIDDLETOWN, OHIO

291 BROADWAY, N. Y. CITY
COUCH BLDG., PORTLAND, ORE.
54 JURORS ST., MONTREAL
PETERBORO, ONT.

DREXEL BLDG., PHILADELPHIA
CUNARD BLDG., SAN FRANCISCO
56 YONGE ST., ARCADE, TORONTO



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PERFECTION DISPLAY BOXES



CHICAGO CARTON CO.

CHICAGO

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Does Your Candy Box Really Help Your Candy?

Or is it just the ordinary, every-day box?

Not all confectioners realize the importance of the package.

First impressions are most important. Those who do not know the merits of your candy judge it first by the box.

For fifty-three years Youse boxes have been creating sales by an individuality and a quality which reflect tempting sweets within.

Youse Boxes are both appealing and practical. And the prices are right.

C. J. Youse Company

(Established 1869)

HOLLIDAY & SARATOGA STS.,
BALTIMORE, MD.

For Better Refrigerating Brine at Low Cost

Whether in a large plant or in a small plant you will find that by using the superior brine medium,

SOLVAY

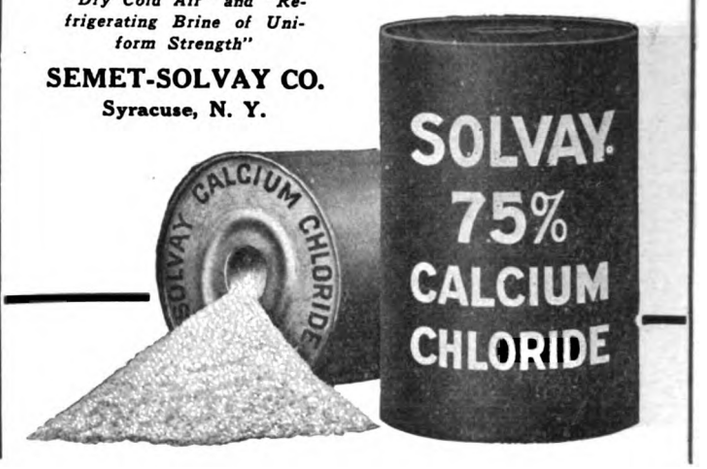
75% Calcium Chloride

an increase of 15% in the quality of brine and a corresponding decrease in the cost of production will result. It furnishes a free-circulating alkaline brine which, under ordinary conditions, will not corrode or injure the pipes.

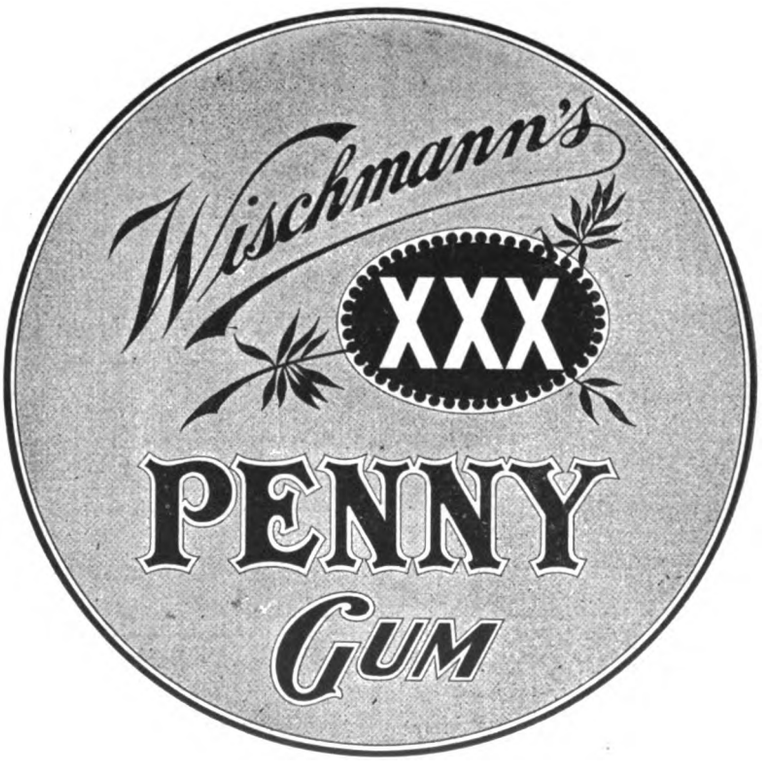
Thirty-six distributing points throughout the country insure the prompt shipment of your order

Write for Free Booklets "Dry Cold Air" and "Refrigerating Brine of Uniform Strength"

SEMET-SOLVAY CO.
Syracuse, N. Y.



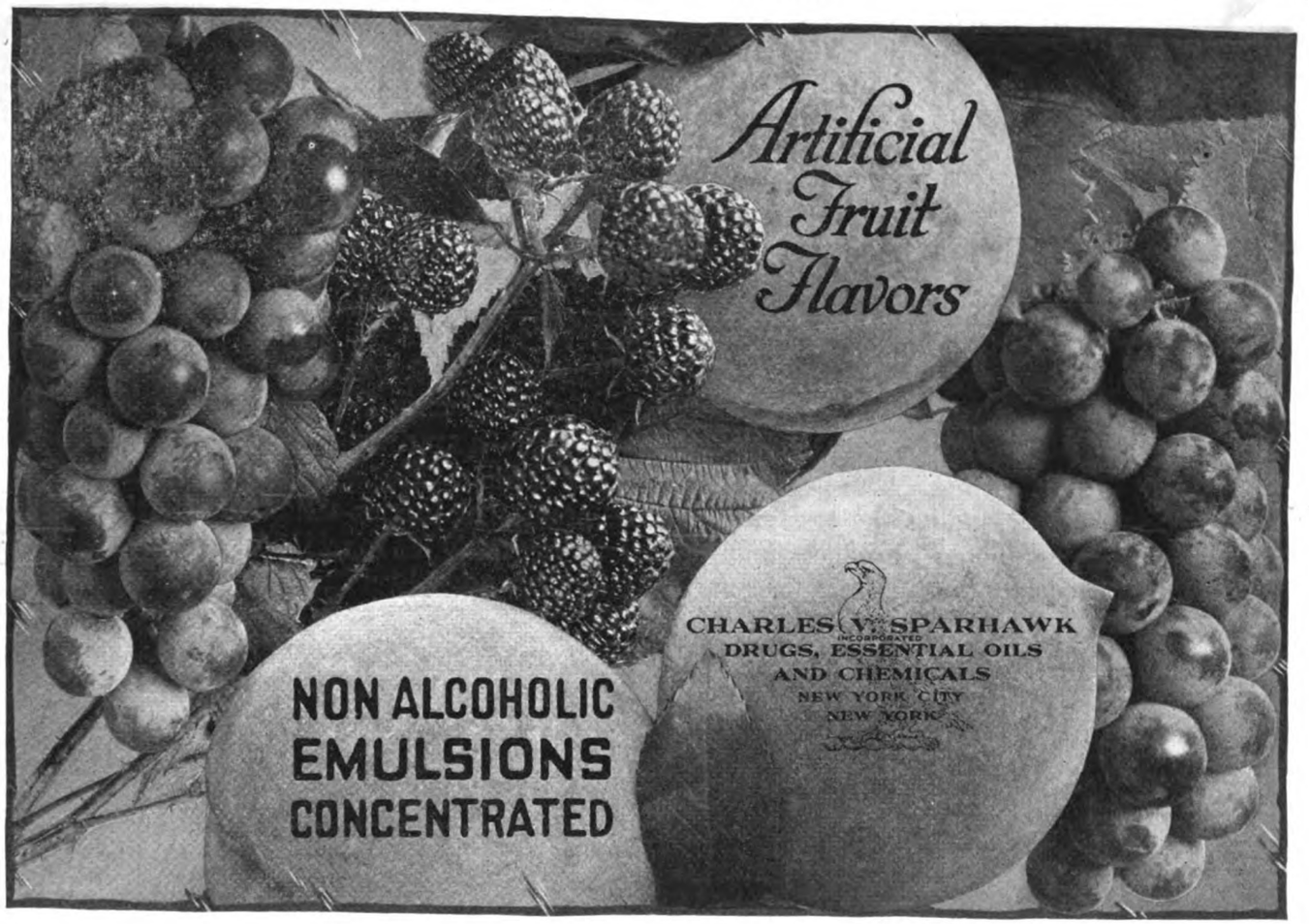
TWO STICK PACKAGE
BLOOD ORANGE FLAVOR



100 NET COUNT
60 BOX CASES

WM. J. WISCHMANN
100 GRAND AVE., BROOKLYN, N. Y.

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American Peanut Corporation,

CLEANERS, GRADERS, SHELLERS
——AND BLANCHERS OF——

PEANUTS

Packing Buster, America, Mascot, and all grades of shelled and blanched peanuts.

BRANCHES

THE BAIN PEANUT CO., Inc., Branch, packing Superb, Belle of Wakefield, and Diamond Brand, and all grades of shelled and blanched peanuts.

THE GWALTNEY BUNKLEY PEANUT CO., Branch, packing under Bon Ton, Sun and Diamond G, and all grades of shelled and blanched peanuts.

THE DIXIE PEANUT CO., Inc., Branch, packing Monarch, Dixie and Crater, and all grades of shelled and blended peanuts.

NORFOLK STORAGE COMPANY, Branch, packing Trophy, Electric Light, Pilots, and all grades of shelled and blanched peanuts.

NORFOLK, VIRGINIA.

THE BAIN PEANUT COMPANY OF TEXAS, FORT WORTH, TEXAS.
THE BAIN PEANUT COMPANY, ALBANY, GA.

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Quality

It's the one thing that can't be imitated.

The man who decides to make something "just-as-good-for-less-money" may succeed in making something that at first **looks** like the Quality Product — a chocolate confection—a caramel—a chewing candy—a wafer—a cracker—a biscuit—But wait until the test comes. The product goes to the retailer. He sells it in good faith. The consumer applies the test and gets the proof that in the eating the "just-as-good-for-less-money" product simply won't do. Possibly it's rancid, possibly its once shiny chocolate coating has become ashy looking, possibly it has become soft and soggy instead of being short and crisp.

There are no repeats—the poor product loses out altogether, or is forced to seek a market so inferior there is no money in it.

For more than twenty-five years, Nucoa Products have been helping manufacturers to turn out Quality Products—products that stand-up from kettle to consumer—products that can't be imitated when it comes to **Quality** first, last and all the time.

And Nucoa Products

the pure, snowy Butters that never vary in Quality can't be imitated—can't be equalled—can't be surpassed. For whatever the market conditions, whatever the demands—you can always count on every Nucoa order being the "same as the last"—the highest Quality always.

NUCOA is the hard butter you use for those shiny, satiny chocolates, perfect caramels, taffies, nougats and chewing candies of all kinds.

NUCOLINE, a soft butter, insures those salted nuts that don't turn rancid—orders for them repeat like a Colt automatic. Just right for pop-corn goods and slab dressing.

PLASTIC NUCOLINE, as a filler for those delicate "spun-gold" wafers with the ice-creamy filling—famous the world over.



Why experiment—when you can use Nucoa and **know.** Samples gladly sent on request.

THE NUCOA BUTTER CO.

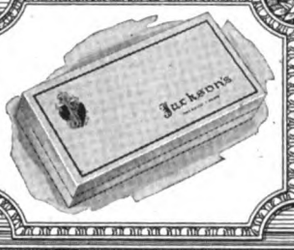
Refinery Sales Department

NUCOA BUILDING, 4th Avenue at 23rd Street
New York City

Complete warehouse stocks maintained at principal distributing centers.

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FOR ATTRACTIVE CANDY PACKING
MONARCH QUALITY PAPER BOXES





WE SPECIALIZE IN QUANTITY PRODUCTION

SUPERIOR QUALITY AND SERVICE
MONARCH NUSBAUM PAPER BOX COMPANY INC.
BUFFALO, NEW YORK
EASTERN REPRESENTATIVES THE BRISTOL INDUSTRIES INC Woolworth Building NEW YORK CITY

GET OUR QUOTATIONS BEFORE PLACING YOUR NEXT CONTRACT

Manufacturers of Specialties in Paper for Confectioners

Hollis & Duncan;

724-732 W. Lake Street
CHICAGO, ILL.

Chocolate Dividers
Layer Boards
Pail Liners
Circles of All Sizes
Glassine Nut Bags
White Bond-Paper Bags

STANDARD SIZES AND THICKNESSES READY FOR SHIPMENT

We make a heavy folding Candy Box from white board, coated both sides. Reasonable in price and very satisfactory to users.



Write for Samples and Prices

Pail Fillers
Box Liners
Dipping Papers
Bon Bon Cups
Pail Laces
Transparent Bags
Tissue Excelsior

SPECIAL SIZES MADE TO ORDER

Established 1884

MARY JANES
DEAROS

and numerous other high grade

PENNY SPECIALTIES

made of purest sugar, syrups and nuts

Make a healthful, tasty food for children





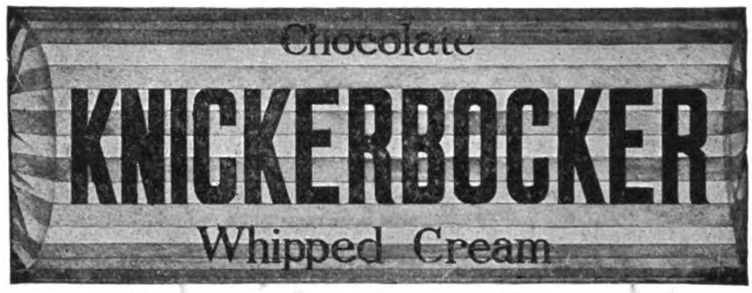
CHARLES N. MILLER CO.

BOSTON

FOR THIRTY-SEVEN YEARS CONFECTIONERS TO THE AMERICAN PUBLIC

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CHOCOLATE
Moulded Nut and Cream Bars
Tin Foil Wrapped
Knickerbocker Bars
Choc. Whipped Cream
Choc. Cocoanut Cream
Choc. Operanut
Choc. Peanut Cluster
Butter Scotch
5 BIG Sellers
Retails for 5 cents



Net Weight 1¼ oz.—24 Bars to Carton—48 Cartons to Case

D. ARNOULD CO., 385 Canal Street NEW YORK, N. Y.

Its delicious eating qualities and wonderful food value appeals to everybody and everywhere.

Also complete variety of 5-lb. bulk chocolate cream.

Samples and Prices Upon Request

GUM TRAGACANTH
VANILLA BEANS
GUM ARABIC

THURSTON & BRAIDICH
27 CLIFF STREET
NEW YORK



Paris Exposition
1900

The Highest Award Gold Medal and Diploma

Was Given

A. M. TODD'S
ESSENTIAL OILS

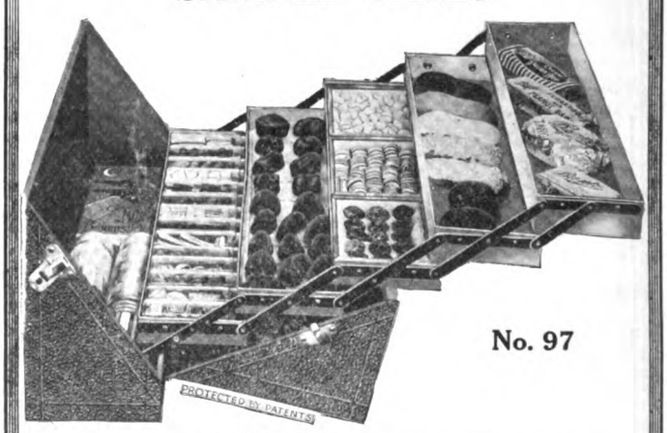
Crystal White Double Distilled

THE LARGEST ESSENTIAL OIL WORKS IN THE WORLD

A. M. TODD COMPANY
Main Office
KALAMAZOO, MICH.

Bigger Better More Orders
Displaying Samples Quickly, Attractively Convincingly, Fresh and Clean with

KNICKERBOCKER "MADE-RIGHT" SAMPLE CASES



No. 97

THE LITTLE CASE THAT GETS THE BIG ORDERS

Wood Trays - $5.00
Aluminum Trays - $6.50
F. O. B. Chicago
Write for Catalog "J"

Knickerbocker Case Co.
Manufacturing Wholesalers
Clinton St. at Milwaukee Ave.
Chicago, Ill.

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Milady CHOCOLATES

Milady Cherries

THE NEWEST THING

Each Individual Chocolate Cherry Foil Wrapped

Every Piece a Sweet Surprise

Milady Chocolates
Every Piece a Sweet Surprise
$1.25 the pound

Milady Assorted Dipped Nuts
Milk Chocolate
$1.50 the pound

Milady True Fruits and Nuts
In Chocolate
$1.50 the pound

Milady Malted Milk Chocolates
Nougat, Caramel, Butterscotch
and Nut Cream Centers
$1.25 the pound

Milady Chocolate Covered,
Milk Dipped Brazil Nuts
$1.50 the pound

The quality values in MILADY Chocolates of all varieties is telling in our greatly increased sales and repeating orders.

Many distributors recently have come to realize that Milady Chocolates is a line on which their business can build. Investigate for yourself—now.

Territory Available for Quality Wholesale Distributors

AMERICAN CANDY COMPANY

Makers of Rex Brand Confections

MILWAUKEE, U. S. A.

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What Do All Those Figures Mean?

That's easy!

My wonderful "545" compound vanilla is made from 38% straight vanilla bean extract and 62% Vanillin, Coumarin, Essential Oils and Fruit Flavors.

Four ounces of "545" flavors 100 lbs. of candy; giving 100% satisfaction to everybody.

And the "QED" means that it's easy to DEMONSTRATE the superiority of

"545"

The secret of the remarkable success of "545" compound vanilla is that it combines the delicate flavor of the true vanilla with the strength, permanence and "kick" of the synthetics.

"The Flavor Lasts"

as Friend Wrigley says. That's something that **can't** be done with the volatile straight vanilla extract alone; for vanilla extract is 50% alcohol. My "545" not only lasts thru the manufacturing period (doesn't cook out) but it lasts weeks or months after the candy leaves the factory.

Prices of "545" Compound Vanilla

5 gal. lots	$4.55 per gallon
10 gal. lots	4.30 per gallon
25 gal. lots (½ bbls.)	4.05 per gallon
50 gal. lots (bbl.)	3.80 per gallon

Order a test sample and **pay for it.** You'll be better pleased than if I made you a present of it. You'll be in **good company,** for hundreds of live candy and ice-cream manufacturers are now using "545" exclusively.

Wm. M. Bell PRESIDENT Tisco Co.

2 East Lake Street **CHICAGO**



Vanoleum

(TRADE MARK REGISTERED)

The Original Concentrated Vanilla Flavor

THE SAME AS ALWAYS

Used for over TWENTY YEARS by leading Confectioners, Ice Cream Manufacturers, Bakers, Soda Dispensers and Caterers.

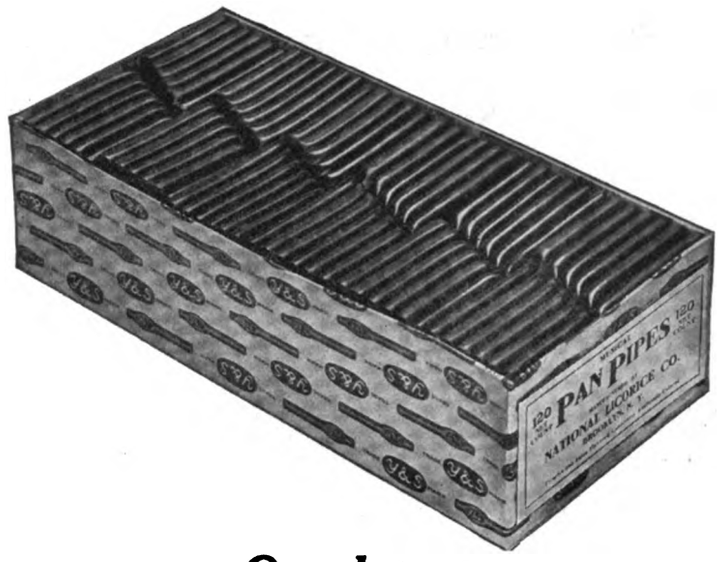
EMULSIONS

Lemon, Orange and Maple

Corrizo Extract Co.

211-215 W. 20th Street, New York City, N. Y.

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- Our latest -

PAN PIPES

Packed 120 to box

Made at both our
Brooklyn and Moline Factories

Also

Flexo Chocolate Bars
Navy and Indian Plug
Night Sticks
Rope Twist
Bricks
Cigarettes
Whips
Whistles
Favorite
Dulce
Curved Stem Pipes
Cigars (banded)
* Buffalo Sticks
* Lozenges
* Wafers, 10c bags
* Y & S, Scudder and
M & R Stick Licorice

** Shipped from Brooklyn factory only.*

NATIONAL LICORICE COMPANY

ANTECEDENTS
Established 1845

MAIN OFFICE

MOLINE, ILL. BROOKLYN, N. Y. MONTREAL

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Milk Chocolate Covered

Raspberry Hearts
Vanilla Bar
Maple or Mint Wafers
Lemon Sherbets

Exceptionally Good New Numbers Always Predominate

Dark Coatings

Marshmallow Bar

Peanut Crispy Krunch

THIS IS WHY WE ARE OFFERING AS LEADERS THE ABOVE

PENNY GOODS

Packed 120 Net Count—40 bx. to Case

WE ALSO HAVE A FULL LINE OF **HARD CANDY PENNY GOODS** SUGAR ROLLED FOR SUMMER

Hardie Brothers Co., Pittsburgh, Pa.

Quotations on Application—To the Jobbing Trade Only



STAND-UP
for Caramels



Gives better results than Caramel Paste or Caramel Cream at considerably less expense. Caramels in which **Stand-Up** is used will always cut free, never become sticky, and have that delicious chew so desirable in this class of goods.

Stand-Up does not contain one ounce of Glucose or Corn Syrup which usually forms the main ingredient in all so-called Caramel Creams or Pastes.



Samples or Sample Order Shipped Promptly

HENRY H. OTTENS MFG. CO., INC.
129-131 S. Front St., Philadelphia, Pa.
Canadian Factory: 3 Jarvis St., Toronto



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HENRY HEIDE'S

Diamond Brand TRADE MARK Confectionery

A Distinctive and Complete Line of High Grade

Chocolates and Confectionery

HENRY HEIDE New York

Incorporated

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To the *makers* of marshmallows

How tender your marshmallows are, how fine in texture and how they keep, depends largely upon the gelatin you use. That you know.

What you may not know is that Swift & Company, because of unusual manufacturing advantages, is able to supply the uniform quality of gelatin you want—at a most reasonable price.

We shall be very glad to answer your inquiries concerning our grades and prices. Write today.

SWIFT & COMPANY
Chicago

WAREHOUSES:

Chicago Cleveland Cincinnati Philadelphia
Minneapolis St. Louis Baltimore
Atlanta Buffalo

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YOUR BUSINESS

will be a profitable one when your trade can always get from you a full line of candy that has stood a test of years, and is now being demanded throughout the country.

Now is the TIME to CONSIDER only the old STANDARD LINES.

THE BLUE BELL BRAND

is of this class of candy.

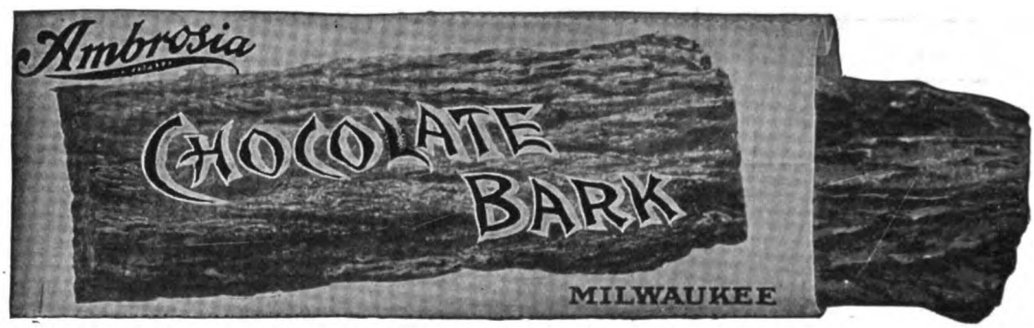
Write us for a catalogue of 5c Bars, Penny, Kiss and Bulk Goods.

THE ROBERT F. MACKENZIE COMPANY
CLEVELAND, OHIO

A Sensational Seller of Several Seasons

THIS WONDERFUL PACKAGE IS

Mellow Honey-Combed Chocolate



Something Entirely Different

The Largest Selling 5c Confectionery Specialty Ever Placed on the Market

Made by a special patent process

Every jobber should handle this Delicious Confection as the demand this Coming Season will be greater than ever. If you have never tried this Delicious Confection write today for sample or send for trial case, 32 boxes in case; 24 pieces in box.

We Have Other BIG-SELLING 5c SPECIALTIES, Too

Ambrosia Chocolate Company, 333-335 Fifth Street MILWAUKEE, WIS.

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Frozen Pudding

A new flavor that will add a refreshing touch to your Nougats, Fudges and Creams.

This flavor has been adopted by several very prominent factories and their re-orders testify to the merits of it.

It is not easy to describe its unusual taste. Better let us send you a sample so you can try it out.

Write today, on your business stationery, please.

ALEX. FRIES & BRO.

312-14-16 E. 2nd St. Cincinnati, Ohio

Established 65 Years.

Virginia Dare High Grade Hand Dipped

Chocolates and Bon Bons

Package and Bulk

Complete Line *Prices Right*

Send for Quotations

Agents Wanted Everywhere

MADE BY

The

Clifford Bros. Co.

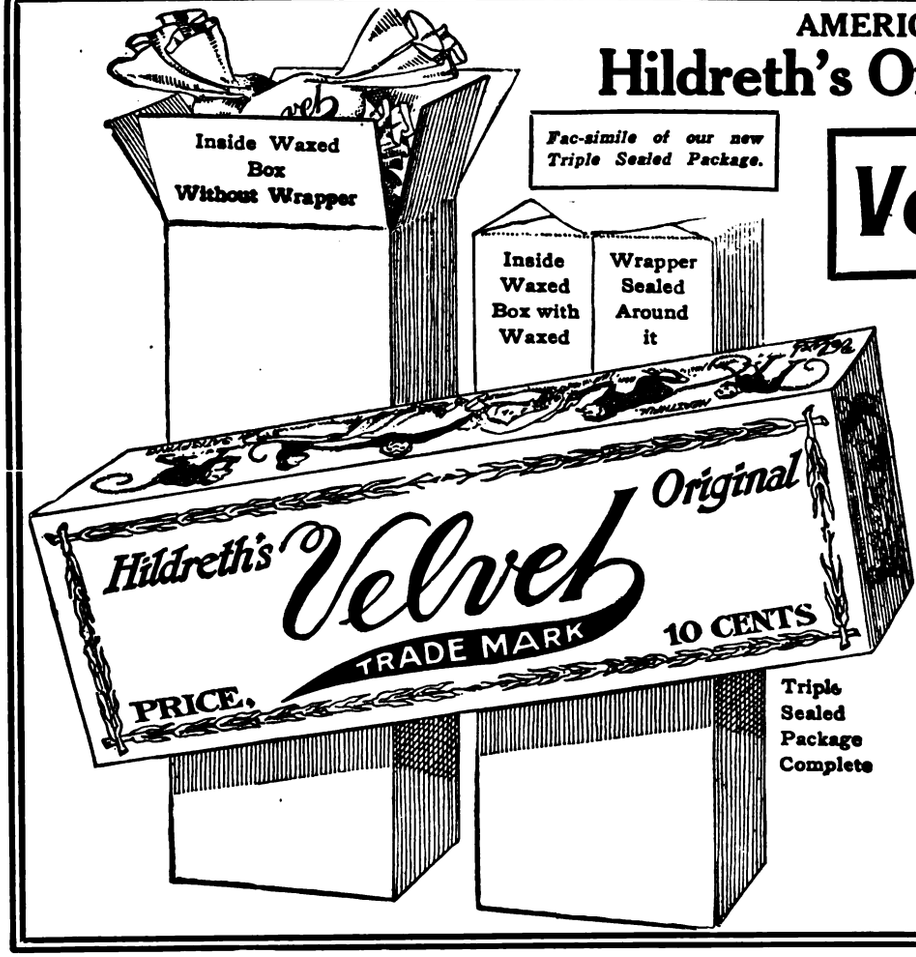
Baltimore, Md.



AMERICA'S FAVORITE

Hildreth's Original and Only

Velvet Candy



Fac-simile of our new Triple Sealed Package.

In Triple Sealed Packages

GREAT REDUCTION

January 1, 1922

Pre-war prices re-established.
10—20 & 35c packages revived.

Send for revised Price List and Samples.

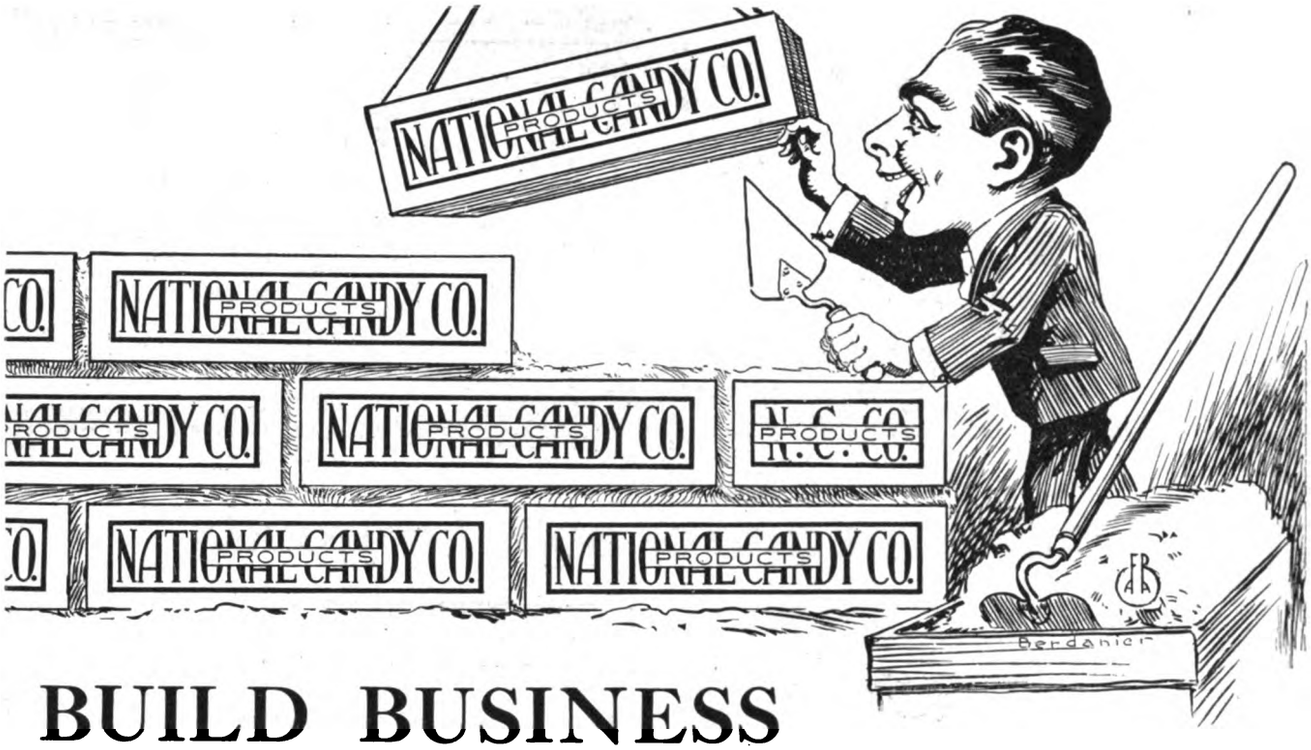
The finest seller on the market.
Has been the standard for over 30 years.

For sale by the jobbing trade everywhere.

H. L. HILDRETH CO.

549 to 559 Albany Street
BOSTON 18, MASS.

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BUILD BUSINESS

on the Right Foundation

Use NATIONAL CANDY CO. PRODUCTS—they offer you:

Sufficient VARIETY—We make more than 500 different kinds.

Unfailing FRESHNESS—Our 24 Factories scattered all over the country enable us to get the goods to you without delay.

Dependable SERVICE—Our tremendous equipment and personnel is always on the alert to guard the interests of our patrons.

Besides that, it is our policy to take a personal interest in your success—as we know that our own success is built upon yours.

Come on and grow with us. Ask your Jobber for National Candy Co. Products.

NATIONAL CANDY CO. INC.

WORLD'S LARGEST CANDY MANUFACTURERS

24 FACTORIES

St. Louis	Cincinnati	Duluth	Kansas City	Minneapolis
Buffalo	Dallas	Grand Rapids	Louisville	Nashville
Chicago	Detroit	Indianapolis	Mt. Clemens	St. Paul

NATIONAL CANDY CO.
PRODUCTS

BUILD BETTER BUSINESS

Texans

Got 'Em all Guessing.

A great big HIT in 5c Bar Goods.

A combination that pleases the popular taste.

Retailers are repeating daily on TEXANS.

This piece of goods is only one of over 500 items manufactured by the National Candy Co. Dealers are doing the right thing when they stock a well balanced line of National Candy Co. Products — ask your jobber for TEXANS.

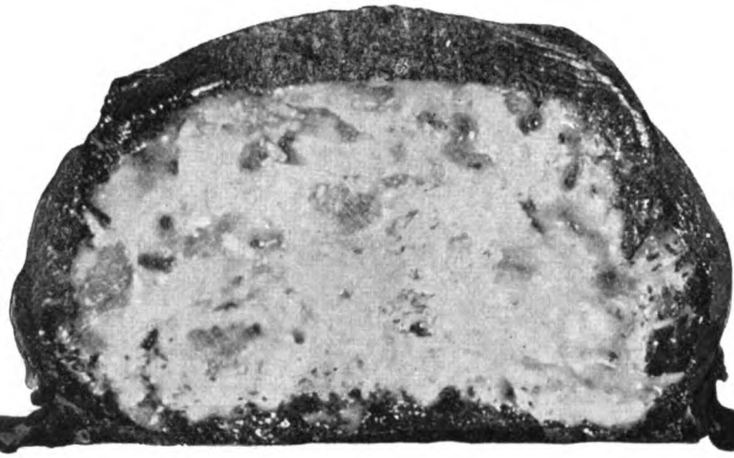
Write for our free Special Candy Sale Window Strips—to help you sell any candy in your store.

A. J. WALTER FACTORY

NATIONAL CANDY CO. INC.

ST. LOUIS, MO.

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24  24

"balanced line of popular goods"

Hoefler's CENTENNIAL CHOCOLATES, INC.

CENTENNIAL CHOCOLATES

THE CHOCOLATES SUPREME

Add to the continuous popularity of the original Centennials, with their exquisite nut-meat center—the new flavors now going big—and you know why our jobbers and dealers are happy.

Here is the line now selling:

5c and 10c goods

Original Centennials, individuals and doubles
Pineapple Fruit Center " " "
Mint Fudge Center " " "

(Packed 36 and 60 cartons to the case)

The package goods

Original Centennials, in 8 oz, 16 oz, 32 oz, 48 oz, 64 oz, 80 oz.
Six Flavor Selection in 8 oz, 16 oz, 32 oz, 48 oz, 64 oz, 80 oz.

All package goods are now twenty-four pieces to the pound. Six-flavor Selection in light gray box; Original Centennials in the distinctive brown.

HOEFLER'S CENTENNIAL CHOCOLATES, Inc.

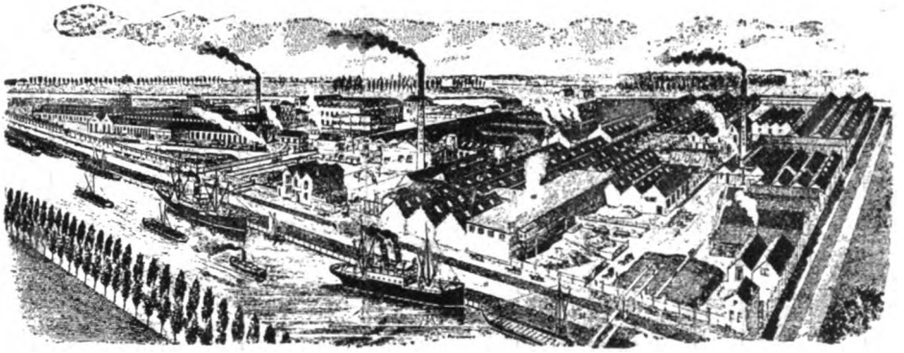
Buffalo, N. Y.

Astoria **San Francisco**

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T. M. DUCHÉ AND SONS

ESTABLISHED 1857



PLANT IN BELGIUM, WHERE PURE FOOD GELATINE IS MANUFACTURED

If you want uniformity, excellence, quality and trade-stimulating goods, you can get all these and more by the use of

DUCHÉ'S "Dagger" Brand GELATINE

We have manufactured **Pure Food Gelatines** for the past **Thirty-five Years** and this in itself should **Convince You** of the stability of our products.

We are manufacturing a special grade for Marshmallow and general confectionery purposes. This grade is known as our **Dagger Brand Super Extra Gelatine,** a sample of which can be had on request. It is very strong, absolutely sweet and odorless, **and is guaranteed to comply with all Federal and State Pure Food Laws.** It has the quality of beating up and the strength to hold up a batch of Marshmallow until it is cast in the mould, thus insuring a lighter piece of goods and a greater yield.

IMPORTERS AND HEADQUARTERS

SHELLED NUTS	GUM ARABIC	CEYLON COCOANUT
COCOA BUTTER	JAPANESE GELATINE	GLACÈ FRUITS
EGG ALBUMEN	CANNED FRUITS	MILK POWDER
PEELS	CHERRIES	MAPLE SUGAR

T. M. DUCHÉ AND SONS

376-378 Greenwich Street
NEW YORK

LONDON
GLASGOW BOSTON
MANCHESTER CHICAGO
PARIS CLEVELAND
BUENOS AYRES LOS ANGELES

Factories:
VILVORDE
PONT-BRULÊ } BELGIUM
GRIMBERGHEN
AVELLANEDA, BUENOS AYRES

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Beich's REG.U.S. PAT. OFF. -say "Bikes"

Whipped Caramels

Write for sample of the new, ***larger size*** of Beich's Whipped Caramels. Always the same inimitable flavor!
200-240 count boxes. 20 pound wood cases.

PAUL F. BEICH COMPANY

BLOOMINGTON CHICAG

BLOME'S GILT EDGE CONFECTIONERY.

Reg. U. S. Pat. Off.

Sold to Jobbers only.

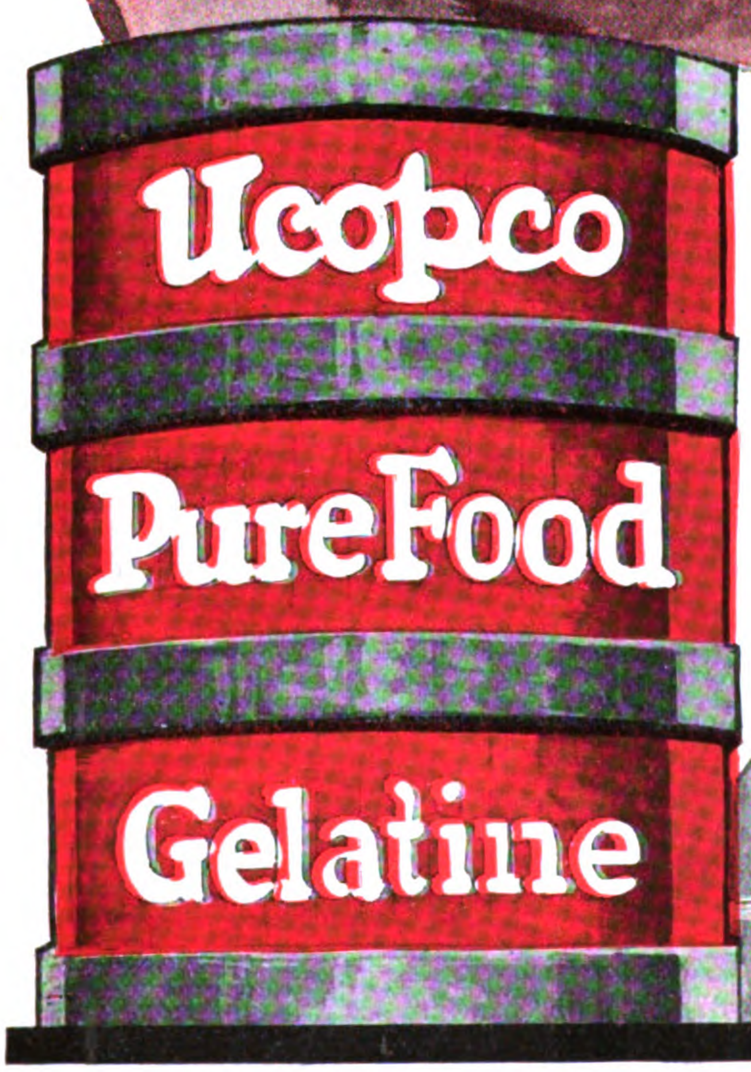
We Manufacture:

STICK CANDY	MARSHMALLOW GOODS	PENNY GOODS
LOZENGES	ACIDULATED GOODS	PAIL SPECIALTIES
PAN WORK	HIGH GRADE CHOCOLATES	JAP SPECIALTIES
A. B. GUM WORK	FINE HAND MADE BONBONS	PACKAGE GOODS
CREAM BONBONS	MACHINE DIPPED CHOC'S.	FRENCH MIXTURES.

THE GEO. BLOME & SON CO. BALTIMORE, MD.

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EVERYBODY LIKES MARSHMALLOWS MADE WITH "UCOPCO."

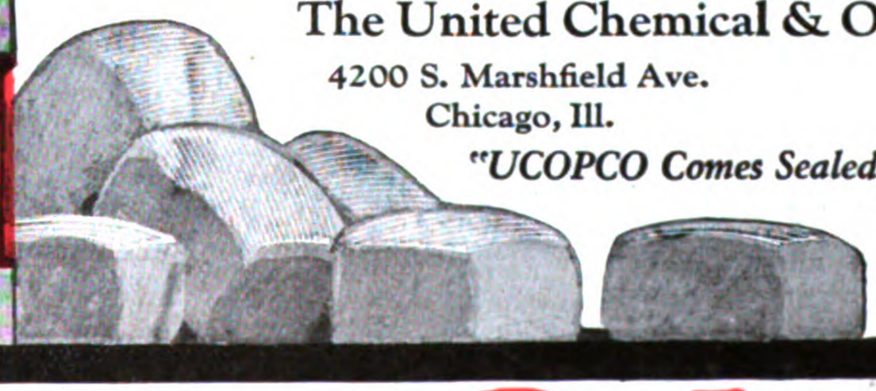
They're so fluffy, tender and meaty they just can't help becoming popular—*that means increased sales for you.* UCOPCO Gelatine is pure, uniform, of high quality and excellent as a moisture and flavor retainer *and is a volume producer.* We have a grade for every purpose. Write us.

The United Chemical & Organic Products Co.

4200 S. Marshfield Ave.
Chicago, Ill.

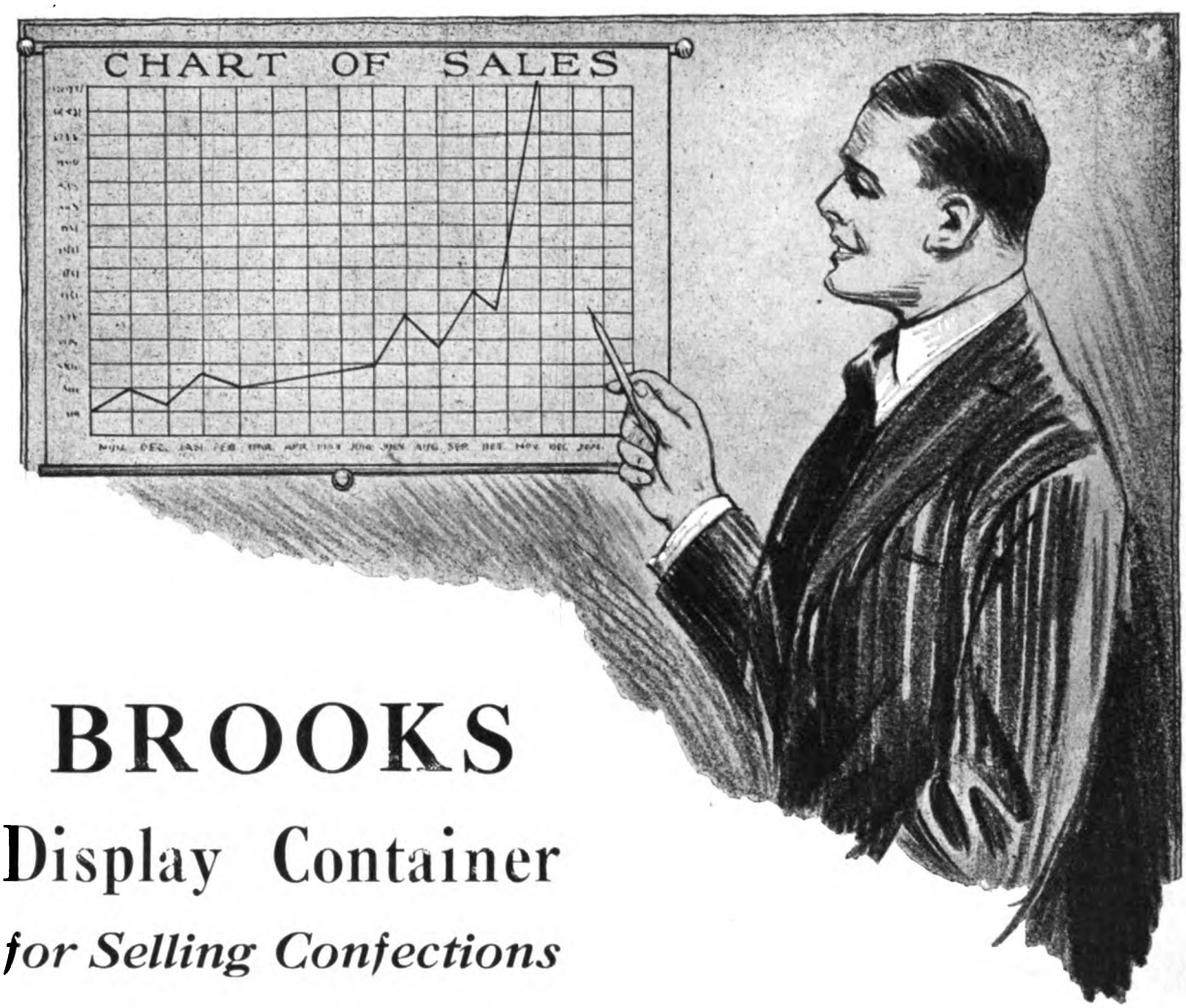
401 E. 45th Street
New York, N. Y.

"UCOPCO Comes Sealed in Red Drums"



Ucopco Pure Food Gelatine

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BROOKS

Display Container

for Selling Confections

The sales curve is a direct reflection of your selling efficiency. Many sales curves are bending consistently upward because the goods are attractively displayed on the dealer's counter.

The Brooks Display Container produces maximum sales. It sets flat on the counter, displays its contents at the most effective angle, has large advertising surfaces, and possesses a number of other distinctive features.

LET US DESIGN A DISPLAY CONTAINER FOR YOUR PRODUCT.

BROOKS BANK NOTE CO.

Manufacturers

Lithographed Folding Boxes

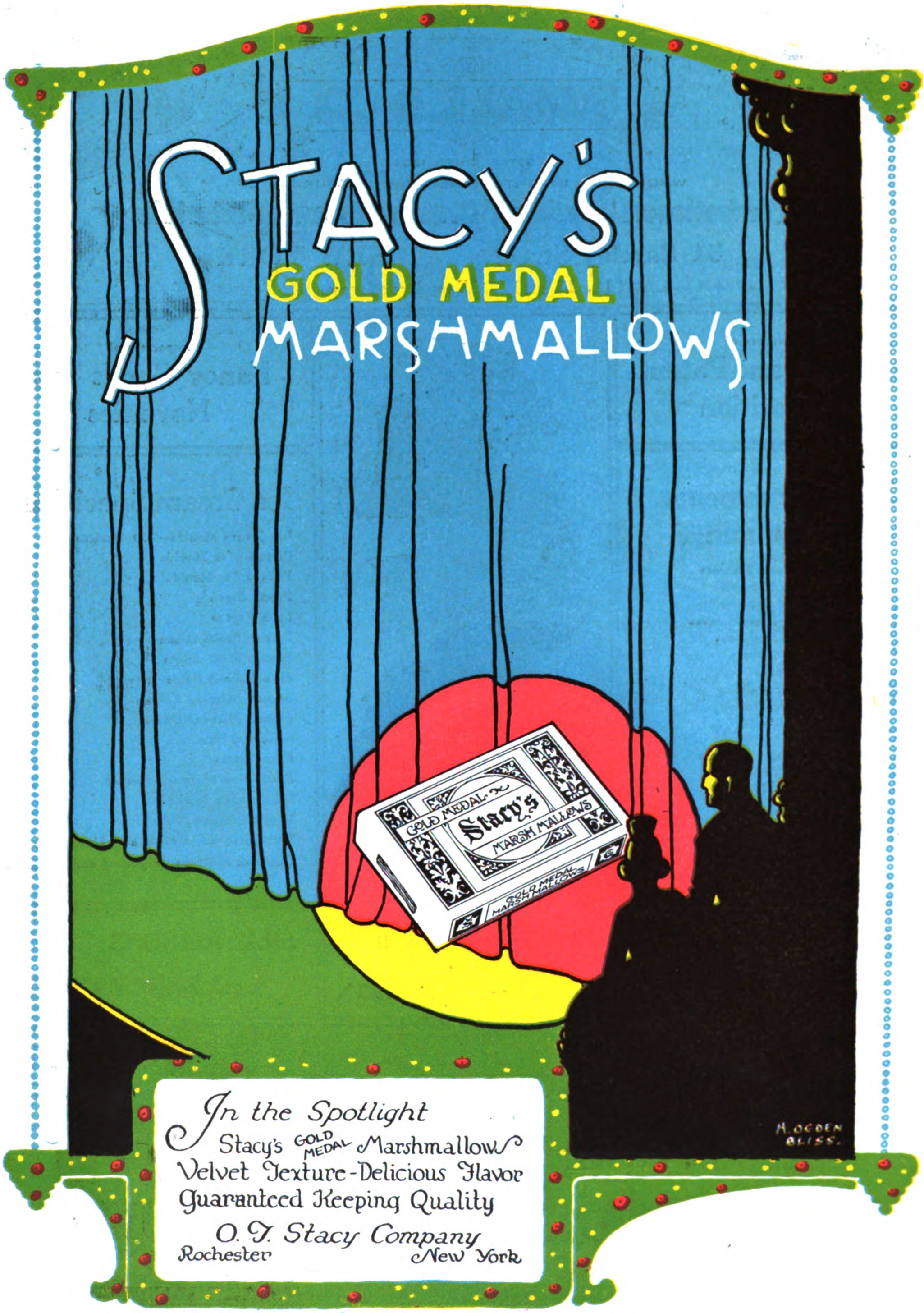
Labels - Window Advertising - Office Stationery

Springfield, Massachusetts

Philadelphia New York Boston



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STACY'S
GOLD MEDAL
MARSHMALLOWS
GOLD MEDAL
Stacy's
MARSH MALLOWS
GOLD MEDAL
MARSH MALLOWS
In the Spotlight
Stacy's GOLD MEDAL Marshmallows
Velvet Texture-Delicious Flavor
Guaranteed Keeping Quality
O. F. Stacy Company
Rochester New York
H. OGDEN BLISS.



LIEBERS CODE

SCHALL & CO.

ESTABLISHED 1854

WHOLESALE IMPORTERS AND MANUFACTURERS OF

Confectioners' Articles, Ornaments and Materials

81 Barclay Street NEW YORK

16, 18 and 20 West Broadway



Manufacturers of

Gumpaste and Patent Composition

Cake Ornaments and Trimmings

Icing, Roses and Flowers
Gumpaste Flowers
Brides and Grooms
Gumpaste and Paper Leaves
Vases and Bouquets
Horse Shoes
Slippers
Marriage Bells
Canopy Ornaments
Lace Papers
Composition Hands
Birthday Candle Holders
Palette Knives
Sabatier's Knives
Ornamenting Tubes
Rubber Bags
Almond Paste
Ornamenting Paper



Importers of

Fancy Goods and Novelties

Ice Cream Specialties

Ice Cream Moulds—700 Designs
Fixtures for Moulds
Foliage for Moulds
Paper Cases
Lace Papers
French Fruits Glace
French Fruit Juices
French Fruit Pulps
French Marrons Entiers
French Marrons Debris
Imported Favors
Mignonettes
Fancy Boxes—Hand Painted
Satin Candy Boxes
Wedding Cake Boxes
Motto Papers, Verses and Cessaques
Costume Mottoes, Imported and Domestic

PAPIER MACHE IMITATIONS

Novelties

Appropriate for all

Holidays

SILK RIBBONS *and* **FANCY CORDS**

Latest Novelties for Decoration Day and Fourth of July

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— GOOD ENOUGH — TO BEAR OUR NAME



LIKE all commodities of intrinsic value Ziegler's Original Milk Chocolate Stars bear a name of distinction. The name Ziegler appears on each star.

Our Milk Chocolate Stars have become a staple seller with the trade. Being a known quality they are enjoying a steady repeat business.

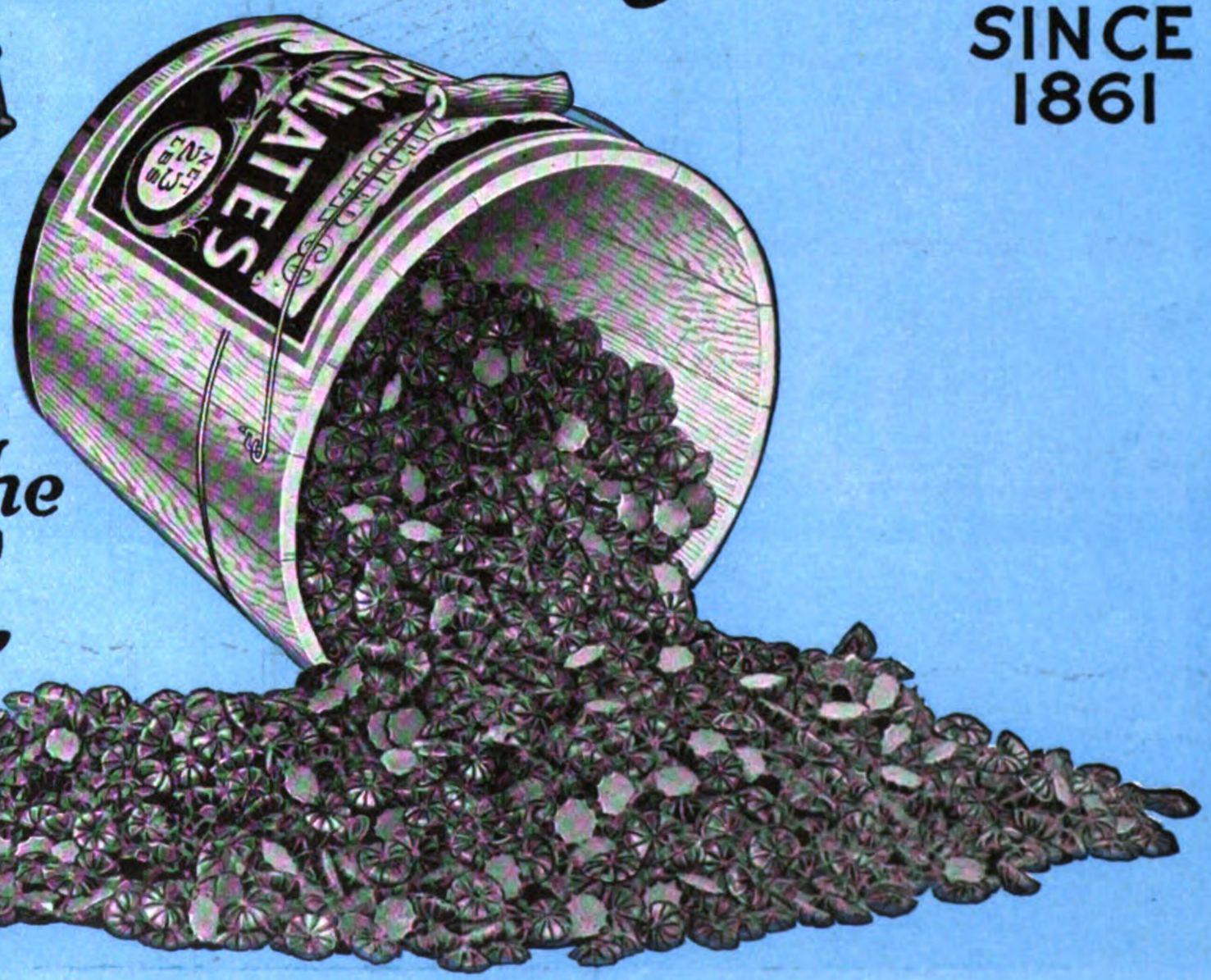
GEO. ZIEGLER CO.
MILWAUKEE, U. S. A.

Fieglers

SINCE 1861



The Sterling Mark on the GENUINE



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CANDY KUM-BACK BALL
CANDY KUMBACK BALL
No dime ever bought any youngster more continuous fun.
A toy that lasts long after candy is forgotten.
Repeating everywhere!
10¢
PACKED
50 count cartons
The Sykes & Thompson Co.
CLEVELAND
Sole Manufacturers.

Have You Ever Tried Our

Gums, Paste & Cordials?

If not, write us for samples. You'll think as others think, that they are

"Candies of Character"

and their cost is but a trifle more than the poorer kinds

Wallace & Co.

Brooklyn *Makers of* *"Candies of Character"* Established 1870 New York

As always the season's most popular pieces

CANDY BOTTLES

SUN RAYS
Three for one cent

MOONSHINES
One cent each

SELL—SATISFY—REPEAT

Jumbo Wonders
Cocoanut Rolls.
Cocoanut Bon Bons

Liberty Pans
Free Lunch
Assorted Fruits

WALTER W. DE BEVOISE

163-165-167-169-171 Carlton Ave., Brooklyn, N. Y.

Manufacturer of Candies that sell.

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PINWHEELS

If you are not handling it, ask your Jobber friends about it.

Packed in the bullet box.

Penny size, 120 count, for the young people.

In 5c packages, containers of 24, for the grown-ups.

F. M. PAIST COMPANY
PHILADELPHIA, PENNA.

LOWNEY'S

5c and 10c

Cream, Solid and Nut Chocolate Bars

fill every need in any jobber's line of bar goods and are open for the general jobbing trade throughout the country.

Inquiries and Business Solicited

The Walter M. Lowney Company
427 Commercial Street
Boston - Massachusetts

The Home of Penny Goods

offers for immediate shipment a fine variety of Large-sized Penny Goods of Excellent Quality. These fine confections are certain to boost your Spring and Summer sales. They include new numbers in

M/M Pieces **Pan Work**
Hard Candy **Cocoanut Work**
Solid Chocolate Goods

Write for our new Price List

LEWIS BROS.
Lafayette and Monroe Sts. **NEWARK, N. J.**

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STAPLE GOODS

TRADE H.N.H. MARK
REG U.S. PAT. OFF.

French Mixed Creams
Union Creams
Old Fashioned Lic. Gum Drops
Chocolate Creams
Penny Choc. Candy Goods
Cream Almonds
Penny Goods Choc. Coated
Chocolate Almonds
Premium Mixed
Gum Arabic Mixtures
Marshmallows
Chocolate Marshmallows

MADE BY

HAWLEY & HOOPS

NEW YORK, N. Y.

PAPER BAGS

For Peanuts, Bulk or Bar Confections—Plain or Printed in 1 or 2 Colors

GLASSINE BAGS
CANDY BAGS
PEANUT BAGS
WRAPPING PAPER OF ALL DESCRIPTIONS
TISSUE PAPER
EXCELSIOR TISSUE
TWINES, ETC.



KIRCHHEIMER BROTHERS CO.
DEPT. B.
Ohio and Kingsbury Sts. CHICAGO, ILL.

Package or Bulk



Boston

CRYSTAL GELATINE

A necessary and satisfactory component of all high grade confectionery specialties. It insures light, fluffy marshmallows without crust. Made in the largest and best equipped gelatine plant in America. Free from injurious chemicals or other impurities. A standard product, most economical in the long run.

If you are particular—

Specify CRYSTAL GELATINE

Write us today for Samples and Prices

CRYSTAL GELATINE COMPANY
121 Beverly Street - - Boston, Mass.
New York - Philadelphia - Chicago - St. Louis - San Francisco

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"Satin Finish" HARD CANDY

IS UNQUESTIONABLY THE BEST MANUFACTURED

The Long Reputation of a Quarter of a Century is Convincing

FILLED CONFECTIONS

Containing Fruit and Nut Centers—Packed only in 5-lb. Cans

Bottled Candies

of the
Most Exclusive Line
containing—

Dainty and Attractive Hard Candies

Satin Finish

Assortment of

Penny Goods

in

HARD CANDIES — COCOANUT WORK
JELLY GOODS — GUM GOODS
PANNED GOODS — WRAPPED GOODS

MELLOMINTS—Sell EVERYWHERE EVERY TIME

BRANDLE & SMITH CO. Manufacturers of Original Specialties in Hard Candy — EIGHTH ST. NINTH ST. DAUPHIN ST. — Philadelphia, Pa.

ESKIMO PIE

Is Sweeping the Country

Chocolate makers find that the best milk coatings for this new ice cream confection are made with

CREMORA

Pure dry whole milk made by the Roller Process

CREMORA is easier to handle than any other dry milk. Does not cake in the barrel; gives a finer and more lasting flavor; requires less cocoa butter.

We are increasing our output to take care of the growing demand.

ORDER a trial barrel (150 lbs.) now.

THE DRY MILK CO.

15 PARK ROW — NEW YORK, N. Y.

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RIPPEY'S

Powdered Foamoline

(TRADE MARK REGISTERED)

Specially Prepared
For Manufacturers
of
ICE CREAM,
Sherbets,
Fruit Frosts
AND
Water Ices



No Heat or Eggs required, you simply mix Rippey's Powdered Foamoline with the sugar while dry, add your cream or milk and it is ready for the Freezer.

WE WILL SEND BY MAIL, POSTAGE PAID,

Full ½ pound on receipt of 25c. Also our Formulas for making Ice Creams, Sherbets, Fruit Frosts, Water Ices, Soda Water Syrup from Canned Fruits. Recipes Mailed Free on receipt of name and address. Caution: Rippey's Powdered Foamoline is packed in one pound boxes with registered trade-mark and signature of William Rippey on every box. Never sold in Bulk.

WILLIAM RIPPEY

No. 107 E. Second Street CINCINNATI, O.



"ALL-STAR ASSORTMENT"

RUBBER TOY BALLOONS

Repeat business—That's where the profit lies. Repeat orders and plenty of them if you sell the "All Star." Most jobbers do.

Richard D. Bakrow & Son

Balloons and Rubber Balls

Barkow Building Louisville, Ky.

The American Chocolate Almond Co.

Green Almond Brand
TRADE MARK
JERSEY CITY-N.J.

Purest in Quality and Best in Price

WE SPECIALIZE IN THE MANUFACTURE OF

Chocolate Coated Almonds
Chocolate Coated Filberts
Chocolate Coated Peanuts
Chocolate Coated Caramels

Our facilities enable us to quote lower prices than any other house in the country.

Also

FIVE CENT CHOCOLATE PEANUT BARS—Packed 40 to a box
ONE CENT CHOCOLATE PEANUT BARS—Packed 100 to a box

These Are Excellent Eating Pieces and Big Sellers

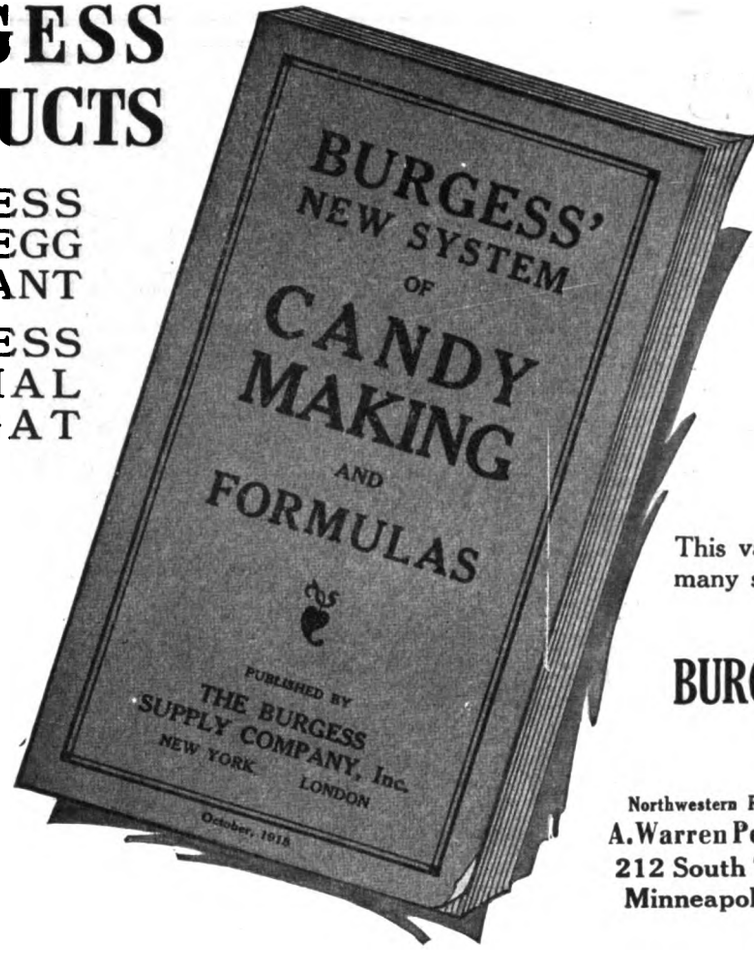
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BURGESS PRODUCTS

BURGESS
CREMEGG
FONDANT

BURGESS
SPECIAL
NOUGAT

We will gladly mail a copy of this book to any manufacturing Confectioner, free, upon request.



Burgess' New System of Candy Making and Formula Book!

BURGESS' NEW SYSTEM of CANDY MAKING and FORMULA book contains many valuable recipes and suggestions. This book is published by Burgess Practical Service Department, which will make a special effort to suggest a remedy for any trouble you may have in the manufacture of candy.

This valuable service is maintained for our many satisfied customers.

BURGESS SUPPLY CO., Inc.

NEW YORK, N. Y.

Northwestern Representative
A. Warren Peterson Co.
212 South 7th Street
Minneapolis, Minn.

Pacific Coast Representative
Marston-Greening Co.
1271 East 6th Street
Los Angeles, Cal.

READING, PA. H GUARANTEE NO. 7132

Hollis CHOCOLATES

and

Hollis Cocoa

for all purposes

We offer you the

Best Cocoa Powder

at the lowest price

Write for Terms

W. G. HOLLIS

Franklin and Plum Sts. Reading, Pa.

Agents Wanted in Every State

Look for this Brand and get the Best

Look for this Brand and get the Best



SPORTSMAN'S "CHOCOLATE BRACER"

REG.

If you desire a change from Mild-Sweet Milk Chocolate

TRY A

Sportsman's "Chocolate-Bracer"

"A Man's Chocolate"

REG.

Also Mfrs. of the FAMOUS



16 to 1 PENNY STICKS

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Sure You

C A N

You can get more actual toppings from a gallon of Senneff-Herr Marshmallow than from any other.

Every Topping Tip Top, Too

JOBBERS can satisfy more customers with Senneff-Herr Marshmallow than with any other. We make good marshmallow and we make good on our "Satisfied Customer Guarantee."

Senneff-Herr Make
TEN BANNER ICE CREAM TOPPINGS

Write for Samples and Prices

Senneff - Herr Company
INCORPORATED
STERLING - - - - - - - - - - ILLINOIS

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Any good man in your factory can, in a few minutes, become a

FIRST-CLASS NOUGAT MAKER

if you provide him with

White Stokes

FONDAX

(Perfection Nougat Creme)

We have developed dozens of guides for making many grades of nougat, and among them you are certain to find one suited to your particular needs. They are supplied free to users of Fondax.

We can save you time and trouble in your Nougat Department. Fondax can be had in barrels (about 200 lbs.) and half-barrels (about 110 lbs.).

Chicago
154 W. Lake St. ***White-Stokes Company, Inc.*** Brooklyn
253 : 36th St.

GLOBE BRAND

FANCY SHELLED RICE POP CORN



ALWAYS POPS

CRISP TENDER SWEET

The Albert Dickinson Co.

Minneapolis Chicago

Select Brand Quality and Service
Before Placing Your Order on

Glassine Bags
Kraft Bags

Specialties
Tissue Paper
Waxed Paper

Get Our Quotations

SELECT PAPER CO.

219 East 23d Street
New York City

USE

Assorted Novelties

for

Penny Prizes

and Increase Your Business

RINGS

For Ring Sticks and Bouquets
Prices as Low as $1.00 per Great Gross
Write for Samples

F. E. GLAVIN CO. 7040 Wentworth Ave., Chicago, Ill.

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ATTENTION! Some Real Business-Getters!

Stuffed Dates (in 5-lb. boxes), (with walnuts, almonds or figs)
Fig Walnuts (5 lbs.)
Date Balls (120 count)
Fig Balls (120 count)
Chocolate Covered Fig Balls (24 count)

EXCELLENCY REPCO BRAND RELIABILITY PURITY Trade Mark

Chocolate Coated Penny Dates (120 count)
Chocolate Coated Stuffed Dates (5 lb.)
Chocolate Coated Plain Dates (5 lb.)
Chocolate Coated Half Figs (120 count)
Chocolate Coated Whole Figs (5 lb.)
Chocolate Coated Fig Walnuts (5 lbs.)
Chocolate Covered Date Balls (24 count)

Our new plant is going at full speed. We manufacture Date and Fig Specialties only—therefore we are enabled to quote low prices.

A Good Suggestion---Chocolate Covered Penny Dates (120 count)

THE BIGGEST VALUE AND TREAT FOR THE KIDDIES. WRITE FOR A SAMPLE ORDER.

We Solicit Your Patronage. May We Have the Pleasure of Serving You?

REVERE PRESERVING CO., Inc.

BEST IN QUALITY
LOWEST IN PRICE

DATE and FIG SPECIALTIES
20 FULTON PLACE
BOSTON 16, MASS.

QUOTATIONS TO
WHOLESALERS & JOBBERS

Holman's Golden Krunch Body Builders

A Concentrated, Highly Nutritious Food Confection.

These Body Builders contain a carefully selected peanut-butter center, which is skillfully woven in a molasses jacket, and coated with choice golden brown toasted cocoanut.

Golden Krunch Body Builders are so scientifically blended that the teeth naturally Krunch this delicious food confection, and they melt away in your mouth, leaving that moreish taste.

You will like Holman's Golden Krunch. Try two or three after each meal daily.

Prompt shipments in 5 Lb., 10 Lb., 16 Lb., and 33 Lb. tins to all points in U. S. A. and Canada. Write for samples and prices.

The Holman Confectionery Co.

2026-2030 East Willard Street
Philadelphia, Pa.

Gold Embossed Confectioners Stock and Net Weight Seals

Packed 1000 of one kind to package.

MILK CHOCOLATES — Actual Size — 75 Kinds

NET WEIGHT 3 LB.

Assorted	1 oz.	4¼ oz.	8 oz.
Assorted Fruits and Nuts	1¼ oz.	4½ oz.	8¼ oz.
Assorted Chocolates	1½ oz.	4¾ oz.	8½ oz.
Bitter Sweets	1¾ oz.	5 oz.	8¾ oz.
Bon Bons	2 oz.	5¼ oz.	9 oz.
Chocolates	2¼ oz.	5½ oz.	9¼ oz.
Caramels	2½ oz.	5¾ oz.	9¾ oz.
Fudge	2¾ oz.	6 oz.	10 oz.
Chocolate Covered Cherries	3 oz.	6¼ oz.	11 oz.
Chocolates and Bon Bons	3¼ oz.	6½ oz.	12 oz.
Chocolates with Fruit	3½ oz.	7 oz.	13 oz.
Milk Chocolates	3¾ oz.	7¼ oz.	14 oz.
	4 oz.	7½ oz.	15 oz.
Dipped Nut Meats	1 lb.	2	lbs. 8 oz.
Hard Centers	1 lb. 2 oz.	2	lbs. 12 oz.
Special Assortment	1 lb. 3 oz.	3	lbs.
Fruit Cordial	1 lb. 4 oz.	3	lbs. 8 oz.
	1 lb. 6 oz.	4	lbs.
Whipped Cream Cherries	1 lb. 8 oz.	4¼	lbs.
Chocolate Almonds	1 lb. 12 oz.	4	lbs. 8 oz.
	2 lbs.	4¾	lbs.
PRICE $1.00 PER M.	2 lbs. 4 oz.	5	lbs.
5M OR OVER 75c PER M.	Price in any Quantity, 50c per M.		

Write for samples and prices of specially designed seals.

MILWAUKEE LABEL & SEAL CO.

SUPERIOR — SEAL — SERVICE
161-171 MICHIGAN ST., MILWAUKEE, WIS.

Exclusive Manufacturers of Julian "Goldcraft" Seals.

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NULOMOLINE
THE HONEY OF SUGAR

ANNOUNCEMENT

After continued experimental work our Service Department desires to announce to our customers that it has devised means and methods for preventing cream centers from bursting and fermenting.

Correspondence on this subject from wholesale manufacturing confectioners will be highly welcome.

THE NULOMOLINE COMPANY
111 WALL ST. NEW YORK, N. Y.

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CANDY BOX MATS, LACES,
LAYER CARDS, DIVIDERS, ETC.

American Bon Bon Cups

The Inevitable Choice

Once tried always used

AMERICAN LACE PAPER CO.

LARGEST PRODUCERS OF CANDY CUPS IN AMERICA

MILWAUKEE, WIS.
CHICAGO – NEW YORK
PHILADELPHIA – BOSTON

Lyons' California Glace Fruit Co.

Manufacturers of

California Glace and Crystallized Fruits

Highest grade Merchandise, always fresh, made from the choicest selected California Fruits. Prepared under strictly sanitary conditions.

To supply the demand for our product during the coming season we have again enlarged our plant and will again considerably increase our output. Our goods are giving general satisfaction and wherever once introduced are leading all other makes in sales. We don't ask a customer to load up on stock, we carry the Fruits in syrup and only pack them on orders, consequently no need to take stale or dried-out stuff.

WE SPECIALIZE ON:

Assorted California Glace Fruits
in handsomely decorated wood boxes, 1, 2, 3 or 5 lb. net weight; no need to repack.

California Golden Glace Apricots
solid pack, 6 or 8 lb. boxes, better goods than the French for less money.

California Glace Stuffed Prunes
with all the flavor of the choice Santa Clara Valley Prunes, in 1 and ½ lb. tins.

California Crystallized Strawberries
finer than the imported, in 1 lb. and 10 oz. fancy cartons

Write for Samples and Prices

535-551 Folsom Street, San Francisco, Cal.

Supreme Brand

Caramel Creams
Nougat Creams
Velvet Fondant Cream

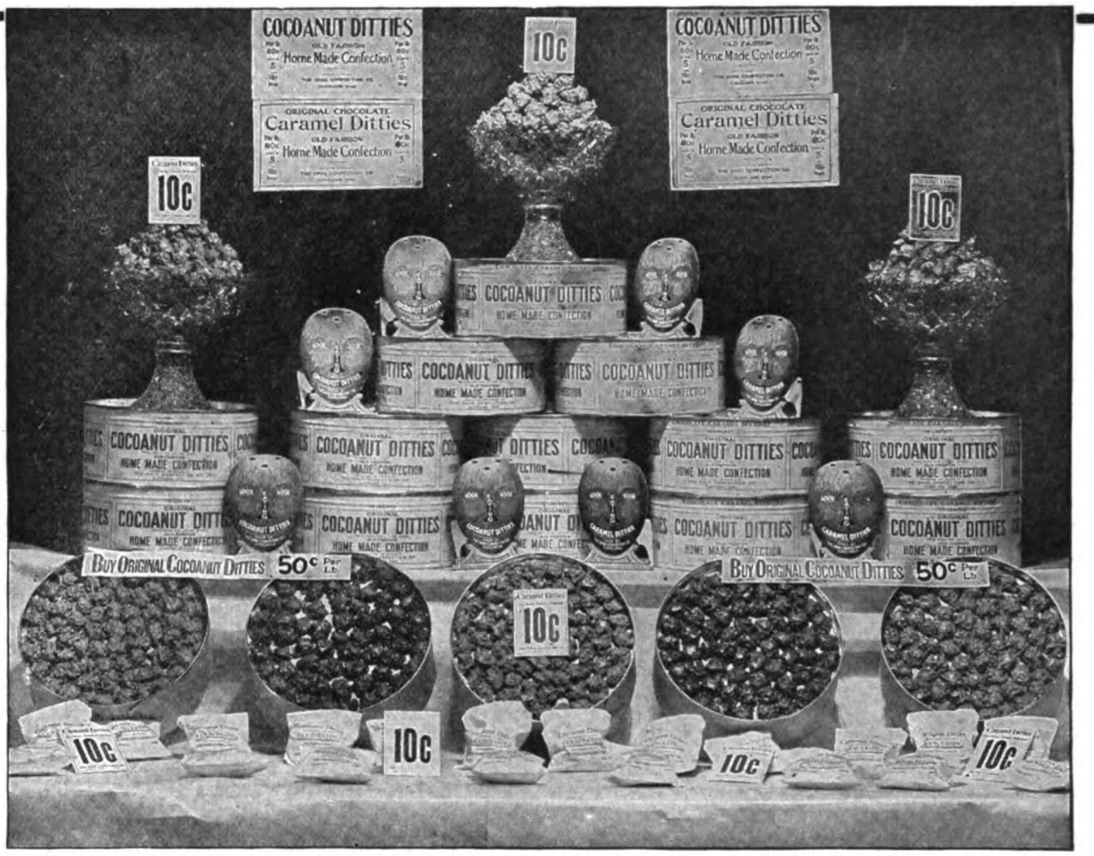
Have improved the Quality of Candy wherever used.

INSIST ON SUPREME BRAND.
ASK YOUR JOBBER OR WRITE
US DIRECT FOR SERVICE

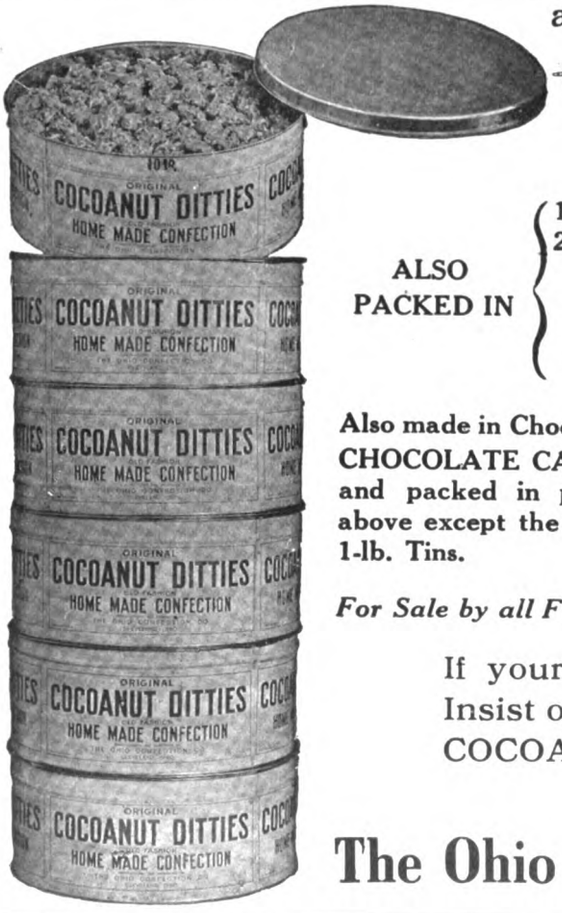
Confectioners' Cream Products Co.
ENGLEWOOD, N. J.

JAMES A. GREAVES
Selling Agent
6 Harrison St., New York

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One Thousand Pounds a Week was the rate at which Cocoanut Ditties sold in one store with this Window Display. Cocoanut Ditties will make money for you too, because they please the consumer. Cocoanut Ditties are guaranteed to keep well in all climates and sell well in summer as well as in winter.



This cut shows our 10-lb. Tin. Six 10-lb. Tins to Crate.

ALSO PACKED IN
- 15-lb. Wood Cases
- 20-lb. Wood Pails
- 5-lb. Paper Boxes
- 1-lb. Fancy Boxes
- 1-lb. Litho. Tins
- 15c Packages

Also made in Chocolate Flavor called CHOCOLATE CARAMEL DITTIES and packed in packages as per above except the 15c packages and 1-lb. Tins.

For Sale by all First Class Jobbers



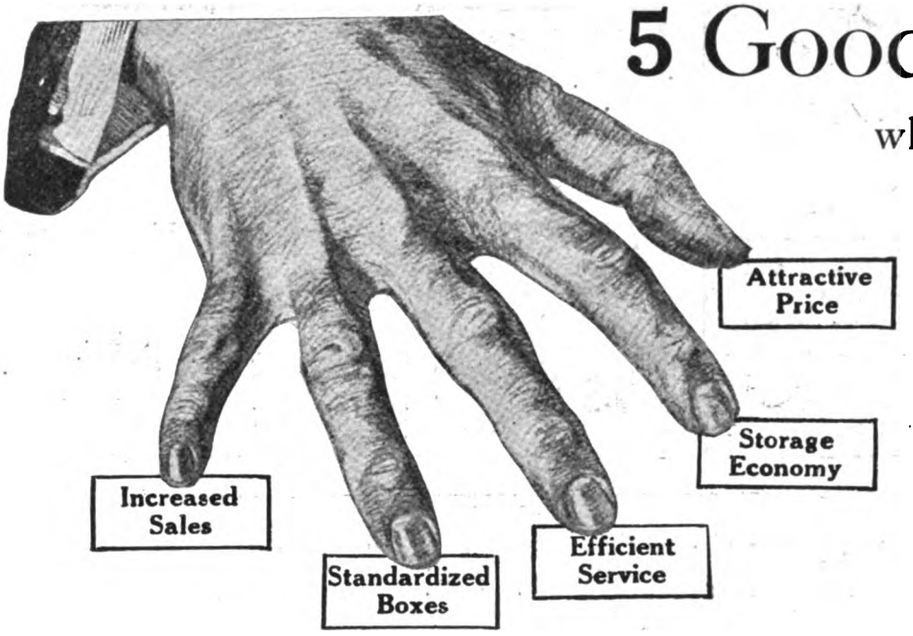
This cut shows our 25-lb. tin, one tin per crate

If your Jobber cannot supply you, advise us. Insist on the Original and beware of Imitation. COCOANUT DITTIES always repeat.

Manufactured by

The Ohio Confection Co., Cleveland, O., U. S. A.

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5 Good Reasons

why you should consider

LIEBSWRAPS

The Highest Development in a Candy Wrapper

THESE reasons alone should warrant your consideration.

The general use of outside candy box wrappers has proven their adaptability. We welcome an opportunity to tell you more about LIEBSWRAPS.

THE CANDY WRAPPER HOUSE
TRADE MARK REG. U.S. PAT. OFF.

LIEBS RIBBONS—Ask for Samples

With bows—Ready to fasten—Made of paper

L. A. Liebs Company

INCORPORATED

312-316 E. 23rd St., New York 9 Clinton St., Newark, N. J.

Candies for Kiddies

The ***Ever Welcome*** Kinds. Made by the ***Folks*** who ***Know*** how to make them ***Best.***

Rochester Marshmallow Co.
Rochester, N. Y.

REGAL and **SUPERFINE** Marshmallows

ROYAL Marshmallows



THE HIGHEST ATTAINMENT in Marshmallow making. Distinctly superior in texture, flavor, package and keeping quality.

Well advertised in popular magazines. Quick sellers. 1 lb. and ½ lb. boxes. 5 lb. cartons.

Rochester Candy Works, Rochester, N.Y.

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J. E. McGOLRICK, Inc.
BROKER IN
COCOA-BEANS COCOA-BUTTER
75 FRONT STREET NEW YORK CITY

FOIL
Plain, Embossed and Mounted
FOIL of QUALITY
STANDARD ROLLING MILLS, INC.
363 Hudson Ave., Brooklyn, N. Y.



Established 1855
FRIES & BRO., 92 Reade Street, New York
Manufacturers and Distributors of
THE STANDARD FLAVORS FOR **Quality, Strength, Uniformity**
Peach Grape Strawberry Apricot Maple
Raspberry Pineapple Cherry Honey Banana
Violet Root Beer Sarsaparilla, and many others.
Sixty years' experience enables us to supply the best and most concentrated flavors at a minimum cost.

VON DANNENBERG & PICK
82-92 Beaver Street
129 Pearl Street
New York City
BROKERS IN
All Grades of Cocoa Beans
Cocoa Butter and Cocoa Products

Chocolate Coatings
Chocolate Liquors
Cocoa Powder
Cocoa Butter

To try Hooton Products and Hooton Service is to Become a Regular User of Both

Have we heard from you lately ?

HOOTON COCOA CO. **HOOTON CHOCOLATE CO.**
NEWARK, NEW JERSEY

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Only Whitney Makes



A Trade Marked Article Has Got to Be Better

A trade mark does two things—It tells you what to ask for if you like your first purchase. It also tells you what to avoid if the article fails to please you. The trade mark protects you in either case.

As originators of the Climax Folding Box, we value the trade name "CLIMAX." It was the best folding box when we first put it on the market. It is still better today, for practice makes perfect.

The fact that the CLIMAX has dozens of imitators speaks volumes, for no one imitates a counterfeit nor an inferior article.

Just the smallest fraction of a cent per pound box marks the difference in cost between the CLIMAX and its imitator, but that tiny difference is sufficient to give you a box made of better material, more careful construction and better printed — all the qualities needed to make the container that carries your candy into the homes an impressive advertisement of your store.

The CLIMAX is the aristocrat amongst folding boxes; worthy of surrounding your best bulk confectionery, yet not too costly for your medium priced candy.

CLIMAX DE LUXE CLIMAX A CLIMAX B

Superior in every grade to any other folding box.

WHITNEY & COMPANY

Makers of boxes that pay you a profit

114-124 WATER STREET LEOMINSTER, MASS.

Window displays make many sales
Whitney Display Cards help the window
Write our Service Department for a set.

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PURE VANILLA EXTRACT

ATLANTIC IMPORTING CO.
617-623 Eleventh Avenue, New York



No. 18767/10—PALM PLANT
natural prepared, everlasting, 48 inches high with 10 leaves, $3.00 each with pot, $2.50 without pot.
Write for my SPRING CATALOGUE No. 18—with illustrations in colors of Artificial Flowers, Plants, Trees, etc., MAILED FREE FOR THE ASKING.
FRANK NETSCHERT
61 BARCLAY ST. NEW YORK, N. Y.

ESTABLISHED 1876
SNYDER & WHEELER
BROKERS IN
All Grades Cocoa Beans
AND COCOA BUTTER
128 Pearl Street NEW YORK

EST. 1862 INC. 1902
Daniel S. Dengler & Son, Inc.
Manufacturers of Collins' Ice Cream Powder and Vanilla Sugar
Importers and Wholesale Dealers in
Shelled Nuts and Confectioners' Supplies
Highest Grades Best Qualities
CORN SYRUP
ALMONDS COCOANUTS PEANUTS
CHOCOLATES FLAVORS GLACED FRUITS, Etc.
Full Line Fruit Juices, Crushed Fruits, Syrups, Etc., for the Soda Fountain. Write for Prices
102 Chestnut Street PHILADELPHIA, PA.

W. H. DEISROTH CO., INC.
CANDY BOXES

Plain and Fancy Boxes Carried in Stock

Special Designs To Order

Write for Catalogue



Our Forty-seven years' experience will insure you of Quality and Service

Main Office Factory Show Rooms
713-15 SPRING GARDEN STREET
Philadelphia, Penna.

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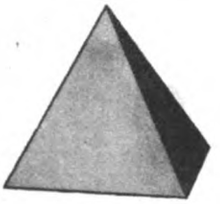


Do you know how the most money is made out of soda fountains?

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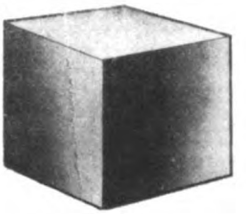
COCA-COLA'S ANNA-LIZAS

Showing the Evolution of the Turnover



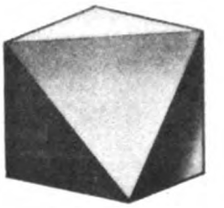
An Unknown Drink

We all know articles of merchandise that might sell, but, being unknown, don't. When it comes to turnover, they have the shape of the pyramid above. You wouldn't try to use a thing like that as a cart wheel. *Why carry dead stock?*



A Few Friends

With other goods, there is a demand from about one person in every hundred. The improvement over the first type is as the cube to the pyramid. You'd almost rather shove a cube than try to turn it. *Shoving is slow work and slow-moving goods do not pay.*



Only Local

Moving a little faster are goods with only a local demand. Like the odd figure above, the octahedron, they will turn on a steep enough incline, but, normally, flat surfaces bring selling to a sudden stop with each turn. *Your energy is wasted trying to please everybody with what only a certain few like.*



A Fad

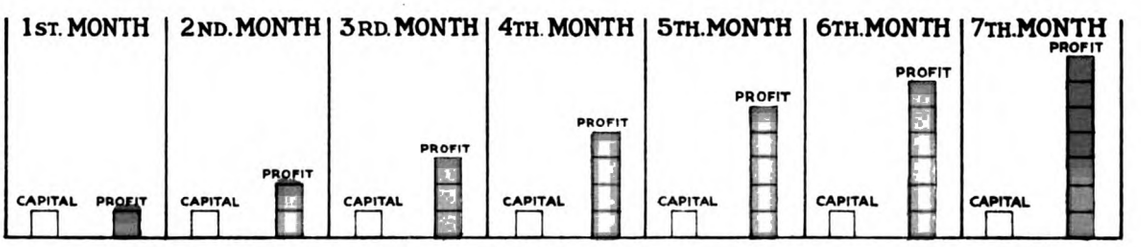
Fads are as common in goods in general as in women's clothes. For a short time they turn so fast we don't see their similarity to the figure above of outlandish name, the icosahedron, with sharp corners that are certain to bring them to an abrupt end. *You can't bank on the public's passing fancy.*



Coca-Cola

A product that comes down through the years comes rolling. Coca-Cola, through 36 years of popularity, through constant national and international advertising, has worn off all the obstructions to turnover. *The pull of universal demand and the push of dealer co-operation keep it turning like a perfect sphere.*

Here's why 5c is the right retail price for Coca-Cola—the turnover piles up profits month after month without requiring more than the original small investment.



THE COCA-COLA CO., ATLANTA, GA.

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Here Is a Ten Cent Value to Sell for Five Cents Each

THESE DAINTY BASKET NUT CUPS

with handles trimmed with roses, violets and forget-me-nots, are made by hand in delicate shades of Pink, Yellow, Violet, Nile Green, Red and Blue.

Packed one-half gross of a color to the box.....$4.25 a gross

As staple as wheat. To sell all the year round for Birthday Parties, Weddings, Dinners, etc. Place your stock order NOW.

These are so new that they are not listed in our catalogue.
Illustrated catalogue of many other excellent favors sent on request.

U-NEAK DINNER FAVORS, Inc.
10-12 East 23rd Street New York City.

¾ ct. per lb. for FLAVORING

COFFO FLAVO
THE ORIGINAL SOLID EXTRACT OF COFFEE
REGISTERED TRADE MARK
COFFEE 19 ALWAYS THE SAME 17 FLAVOR
Guaranteed Pure
IT NEVER FERMENTS

Especially for Confections

YOU DON'T HAVE TO GUESS WHAT THE FLAVOR IS
It's Unmistakable Coffee
FOR FLAVORING FONDANT, — CARAMEL — BON-BONS — MARSHMALLOW — HARD CANDY — ICINGS — FILLINGS — PASTRY — CAKE, ETC. ETC. NO TROUBLE — NO MESS — JUST THROW IN THE DESIRED AMOUNT AND PRODUCE THAT ALLURING FLAVOR THAT MAKES COFFEE THE LEADING BEVERAGE OF THE WORLD

COFFECTION COFFEE COMPANY
15 INDIA ST. BOSTON, MASS.

MARCONE & COMPANY, Inc.
BROKERS
IN
COCOA BEANS and COCOA BUTTER
98 FRONT ST. NEW YORK

High Grade
SUCKER STICKS
and Wooden Stick Specialties
BELLEFONTE LUMBER CO.
Bellefonte, Penna.
PROMPT SHIPMENTS SATISFACTORY PRICES

DELFT

DELFT GELATINE WORKS ★ DELFT, HOLLAND

THE WORLD'S BEST FOOD GELATINE

HAROLD A. SINCLAIR, 160 Broadway, NEW YORK

DISTRIBUTORS:

W. G. AHERN
40 Court St., Boston, Mass.
H. A. JOHNSON CO.
221 State St., Boston, Mass.
C. E. RIDDLE
Emerson Tower, Baltimore, Md.
ROCKHILL & VIETOR
189 N. Market St., Chicago, Ill.
Frank Z. Woods, Manager
BLANKE MFG. & SUPPLY CO.
214 Washington St., St. Louis, Mo.
NOYES BROS. & CUTLER
Park Square, St. Paul, Minn.
LEE-GREEFKENS CO.
31 Drumm St., San Francisco, Cal.
MILES MANUFACTURING CO.
944 E. Second St., Los Angeles, Cal.
BENJ. HOLLAND & CO.
1112 Western Ave., Seattle, Wash.
W. P. DOWNEY
83 Grey Nun St., Montreal, Can.

STOCKS EVERYWHERE

"Price is a relative term—Quality always a concrete fact."

A NEW PRICE BUYING BASIS

Among the new standards set by DELFT—aside from Purity and Freedom from Bacteria—is **UNIFORMITY.**

With **100 PER CENT** Uniformity, the Buyer has a **GUARANTEE** against loss and worry. Having this, we can figure the actual usage necessary and, at the price for a grade, give the actual cost per unit Batch. **This proves that the highest grades are the CHEAPEST.**

Buyers should forget the first cost and buy the grade, which, at amount used, figures the **CHEAPEST.**

We have scores of the wisest buyers now buying on this new price basis. It's a **REVELATION** to buyers—and it saves money for them.

For Marshmallows DELFT is Supreme.

Harold A. Sinclair

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COLOR—the *life* of a winning package

Candy boxes must command attention today as never before

IN the dealer's window, on his shelves or in the show-case—wherever it is placed—what is the final deciding factor that will make your package stand out and command attention?

Color—a vital requirement of a successful carton. The importance of color—color that actually *invites* the customer to buy—can hardly be over-estimated. Especially today with a reluctant market which must be fairly jolted into action, compelling, stimulating *color* is more vital than ever before.

Because they measure up to the highest standards of color, construction, and design, Gair Labels and Folding boxes are used extensively by leaders in the candy industry. Many Gair labels and cartons are nationally famous, and all are tried and tested successes.

Every variety of color work

At the immense home plant on the Brooklyn waterfront, the Robert Gair Company has carried the art of color blending and color reproduction to a height once undreamed of.

With complete facilities for multicolor, offset and lithographic work, we offer you service which is unsurpassed. Consistent results are assured, for every step in manufacture — from engraving to printing—is under our control. We make our own colors, inks and glues, and our laboratory tests guarantee unvarying color standards every time your box is run. Gair candy cartons and labels, artistic and inviting, will win new prestige for your products wherever they go.

With six great mills located at strategic points—each mill concentrating on some particular problem—we offer you a service which covers not only every variety of color work, but *every phase of package merchandising:* Folding boxes, Labels, Lithography, Corrugated and Solid fibre shipping cases.

Have you received your copy of "Scientific Selection of Package Designs"? A postal will bring it to you.



A representative group of Gair folding boxes, manufactured for leading candy makers

ROBERT GAIR COMPANY

350 Madison Avenue, New York

CHICAGO PHILADELPHIA BOSTON BUFFALO

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FAVORS AND NOVELTIES FOR THE SPRING TRADE

A vast collection gathered from all over the world. Lowest prices and immediate delivery.

Sand Toys. Floating Sets. Miniature Boats.
Snapping Mottoes in enormous variety.
Birthday Cake Candle Holders. Jack Horner Pies.
Dressed China Kewpie Dolls. New designs. $4.50 per dozen.
Dressed Miniature Celluloid Dolls, 50 different styles, Brides, Grooms and other splendid varieties. $1.50 per dozen.

Catalog Free on Request

B. SHACKMAN & CO.

906-908 BROADWAY (at 20th Street) NEW YORK CITY

YOU CAN INCREASE THE SALE OF YOUR GOODS
...BY USING...
GAMSE'S LITHOGRAPHED
CANDY BOX TOPS
BEAUTIFUL COLORS HIGHLY EMBOSSED
SAMPLES ON REQUEST
H. GAMSE & BRO.
GAMSE BUILDING BALTIMORE, MD.

IMPORTANT

Princess Mary's Wedding

The Wedding Cake for the Princess was profusely decorated with SILVER DRAGEES, there being no Tin or foil used because the higher educated people are more familiar with Silver Dragees than with Tin. You probably noticed that most of the Wedding Presents were of SILVER and Gold, including the Wedding Gown, being of SILVER Cloth. Managers who cater to the Exclusive trade never use TIN as a decoration; they only use SILVER DRAGEES. Tin is most conspicuously displayed on street vending stands and in the kitchen. Have you ever noticed how a brilliant Jewelry store window attracts a crowd with its display of SILVER and GOLD, but no TIN is ever displayed? $50,000,000 worth of candy sales were lost last year because the managers forgot how to decorate their windows like a Jewelry store window. SILVER DRAGEES are Guaranteed strictly under the National and ALL the STATE Pure FOOD Laws.

FRENCH DRAGEE & SPECIALTY CO.
NEW YORK CITY

A Good Reason Why You Should Buy
METRO "BETTER CANDIES"

Baltimore, Md., January 9, 1922.

The Metro Choc. Co., Inc.,
122 Washington Ave.,
Brooklyn, N. Y.

Gentlemen:—

Please increase our standing order for NUT MALLOWS, 24's, from one case to three cases, to be shipped weekly, until further notice.

Also please rush order given to your representative for Chocolate Cracks and 5c Pillows, and route all shipments in the future via B. & O.

Very truly yours,
Signed by one of the largest Jobbers.

The Metro Chocolate Co., Inc.

122-124 WASHINGTON AVE., BROOKLYN, N. Y.

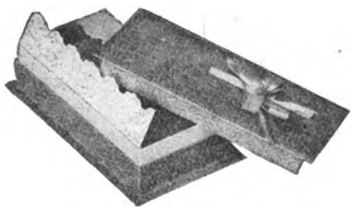
Samples cheerfully sent.

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SHOUP

PAPER BOXES

and Your Candies



MAKE

a combination that will increase your

SALES

THE A. D. SHOUP CO.

SALES OFFICE:
Aeolian Bldg.
33 West 42nd Street
NEW YORK

FACTORIES:
CHICAGO, ILLINOIS **BROOKLYN, NEW YORK** **TORONTO, CANADA**

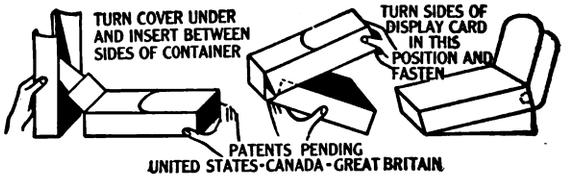
Here's a New and Good One



COVERSTAND
DISPLAY CONTAINERS

A modern Container that costs less and gives place for much more display space.

Many advantages over other display containers. Easily and quickly set up. Practical and entirely satisfactory.



Display containers put your goods on the counter in an attractive way. Use the COVERSTAND and see sales jump. Send for a sample and prices.

HAMLIN-FLEISCHER CO.

Paper Boxes of Every Description

82 Duane Street New York City

Chicago Representative JAMES HOPSON, 108 West Lake Street

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LOOK FOR THE NAME



Exact size—Weight, 3 oz.

Michelbach's

Avoid Imitations—
insist on MICHELBACH'S
Original Fruit and Nut Loaf

This specialty is a winner and a big repeater. It is packed full of the finest varieties of fruits and nuts, together with the finest grade of cream and coated with chocolate.

Let us know your requirements and we will quote you price and advise when we can ship.

Packed full of Fruits & Nuts



Made of Cherries, Pineapple, Black Walnuts and Cream, Coated with Chocolate and wrapped in tin foil.

For Easter Trade

This article is also being made in the shape of an Easter Egg.

WRITE FOR SAMPLES

E. MICHELBACH & SONS

Philadelphia, Pa.

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The New Ice Cream Sensation

Everybody wants it—Everybody buys it—Chocolate covered Ice Cream. The finest and best results may be obtained by using the following:

KLONDIKE STAR MILK CHOCOLATE
KLONDIKE MILK CHOCOLATE
ICE-KREME KOTE CHOCOLATE

These WILBUR coatings are manufactured only with PURE COCOA BUTTER and the very finest raw materials. Tested to insure very thin dipping. No waxy after-taste. May be used either for machine or hand dipping. Bright in luster.

Made in the same careful way as the celebrated Wilbur Quality Coatings and Liquors.

Send for samples

H. O. WILBUR & SONS INC., *Philadelphia, Pa.*

Digitized by Google



Attractive propositions for

Salesmen, Jobbers, Retailers

Write for information

P. O. Box No. 707 **New Orleans, La.**

C. H. JONES COMPANY

276 West Broadway, New York City

OFFERS

14.	MARCONA ALMONDS, 28 lbs. to case, $12.32	Per lb.	44c
16.	DIPPING ALMONDS, 28 lbs. to case, $11.20	Per lb.	40c
30.	1921 CROP BORDEAU WALNUT PIECES, 55 lbs. to case, $27.50	Per lb.	50c
32.	1921 CROP CHABERT WALNUT HALVES, 55 lbs. to case, $35.75	Per lb.	65c
34.	PECAN HALVES, 50 lbs. to case, $34.00	Per lb.	68c
60.	MACAROON CEYLON DESICCATED COCOANUT, 130 lbs. to case, $14.30	Per lb.	11c
61.	MEDIUM SHRED COCOANUT, 130 lbs. to case, $14.30	Per lb.	11c
70.	LONG NAPLES SHELLED FILBERTS, 110 lbs. to bag, $27.50	Per lb.	25c
71.	LEVANT FILBERTS, 176 lbs. to bag, $29.92	Per lb.	17c
91.	SHELLED MEDIUM WHOLE BRAZILS, 225 lbs. to bbl., $101.25	Per lb.	45c
102.	1921 CROP SAIR DATES, 70 lbs. to case, $4.20	Per lb.	6c
104.	1921 CROP HALLOWEE DATES, 70 lbs. to case, $6.65	Per lb.	9½c
133.	MILK CHOCOLATE COATING, 100 lbs. to case, $21.00	Per lb.	21c
151.	COCOA POWDER, 224 lbs. to case, $4.48	Per lb.	2c

Subject to Prior Sales ***Shippers Weights***

Terms: Net Cash F. O. B. New York
Less than 100 lbs. Via Express

Check must accompany order where credit has not already been arranged.

Do You Want to Handle the Best 5c Piece of Chocolate Candy on the Market Bar None ?

Well Packed
Sells on Sight
Good Eater
Sure Repeater
Extensively Advertised

GOOD PROFIT
What more can you expect?

TRUFFLES

The 100% Pure Confection
"PROVEN A WINNER"

ditto

CHOCOLATE PUDDING

"ONE TASTE INVITES ANOTHER"

The Public Wants:

SOMETHING NEW
SOMETHING GOOD
SOMETHING FOR 5c

Forget the past and Treat yourself to a Winner.

We want good representation in your town.
Write us for prices and interesting proposition.

Yours for greater prosperity,
I. A. RABINOW, Treas.

SPRINGER CHOCOLATE CO., Inc., 291 Broadway, New York, N. Y.

P. S.—Anybody can cut prices but it takes brains to sell a better article—we have the *better article—you the brains.* SO LET'S GO!!

Digitized by Google

We carry a most complete assortment of

Imported Novelty Containers

suitable for every festive occasion

Advance orders now being booked for

HALLOWE'EN THANKSGIVING CHRISTMAS

No greater variety shown anywhere.

Sole United States distributors of the justly famous

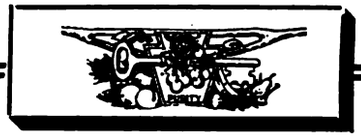
Lindt Chocolate made in Switzerland
Rademaker's Hopjes made in Holland
Rademaker's Licquer Chocolates made in Holland
Lobositz Fourrees made in Czecho Slovakia
Lobositz wrapped Fruit Caramels made in Czecho Slovakia
Candy Fruits & Vegetables made in England

Write for price quotations and particulars

LINDT CHOCOLATE CO., Inc.

39 AND 41 E. 12TH STREET NEW YORK

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KEYSTONE BRAND

Crushed Fruits for Candy Centers

The heart of the goodness of your candies is the crushed fruit that fills them. Keystone crushed fruits are solid packed and are 100% good in body, flavor and richness. All kinds in any size containers.

DIPPING CHERRIES Any size

Super-luscious fruit processed to cordialize properly and produce maximum quality candies.

PINEAPPLE CUBES and WEDGES

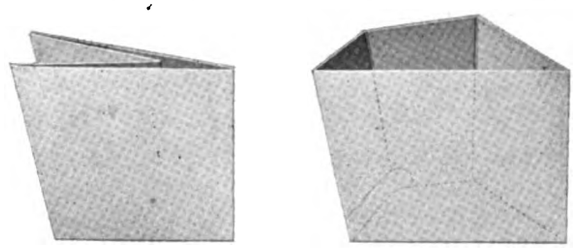
Any flavor—packed in No. 10 tins or bulk. Correct in size and otherwise.

Write for prices on any kind of glace fruit. We make them all.

Dept. C-1

Keystone Fruit Products Co.

Cincinnati, Ohio



LIGHTNING PAIL POCKETS

(Patented U. S. A.)

FOR PACKING CANDY IN PAILS

The only Pail Pockets on the market with every score line thoroughly bent



Can be set up squarely and very rapidly

Write us for samples and prices

BROWN & BAILEY COMPANY

Manufacturers of all kinds of Folding Paper Boxes

FRANKLIN AND WILLOW STREETS, PHILADELPHIA

Candy That Will Increase Your Sales

1c Our Junior Coco Marsh 1c

Sold like wild-fire in the five-cent size. Now booking tremendous orders on the penny piece.

35 Strong Trade Winning 5c Bars

Best and largest line made in United States.

40 Items in Package Candy from ½ lb. to 5 lbs.

Wonderful Boxes—Better Candies.

WIRE OR WRITE FOR SAMPLES

THE H. J. RIGBY CO., Inc.

630-632 HUDSON ST. NEW YORK CITY, N. Y.

Digitized by Google



The Mary Lincoln seal is a beautiful sample of gold embossing on a red-bronze paper.



Schrafft's Blue Banner seal strikes a quality note with white lettering on a deep blue and gold blackground.



This is an Apollo ribbon-seal, especially designed and carried out in bright colors with fine printing.





Fine seals to help next Christmas Sales!

The appeal which a well made package makes to the eye is a big factor in selling. First sales are often made this way—and first sales always *count*. At Christmas, the wrap is all important. Dennison has designed the finest quality seals for years—and it is not too early to let Dennison suggest ways and means of helping your next Christmas sales by use of beautiful seals.

Granted the advertising value to confectioners of fine seals, there is this to be said about Dennison products. They are unusual, because they are designed by keen and expert artists; they give satisfaction, because they are manufactured according to the Dennison quality standard, and made from the best of materials. And the fine Dennison gumming makes them stick quickly and securely.

And more than anything else is the fact that long experience has taught that it pays to produce unusually rich and distinctive effects in confectionery boxes—for they *make the first sales.*

Write for samples of Dennison seals, candy tags and labels, without any obligation. Perhaps we can suggest or design for you, free of charge. Fill out the coupon and send it now.

Above

The Page and Shaw seal is a Dennison seal—and it needs no introduction.

At Top

The Samoset seal is simple, but effective, in its use of white embossing on a Nile green background.

"Your *special* seal is our *regular* service".

Tags & Seals

Dennison's

CUT THIS OUT

and mail at once to Framingham for samples, data, etc.

DENNISON MFG. CO., Dept. C.J.4, Framingham, Mass.

Please send me samples and prices of fine seals and tags for the confectionery trade.

Name .....

Address .....

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Washburn's

COCOANUT BISCUITS *and* MACARETTES

have been the country's standard for over sixty years.

Recent increases in manufacturing capacity now enable us to fill all orders promptly.

Bigger Pieces
Better Prices
Quick Shipments

F. B. Washburn & Co., Brockton, Mass.

Established 1856

Mr. Dealer—

Prepare to increase your sales in 1922 by having plenty of our

NEW, BIGGER, BETTER, PENNY GOODS

in stock. We are also making some new

EASTER NOVELTIES TO BE RETAILED AT

5c and 1c each

These are sure winners

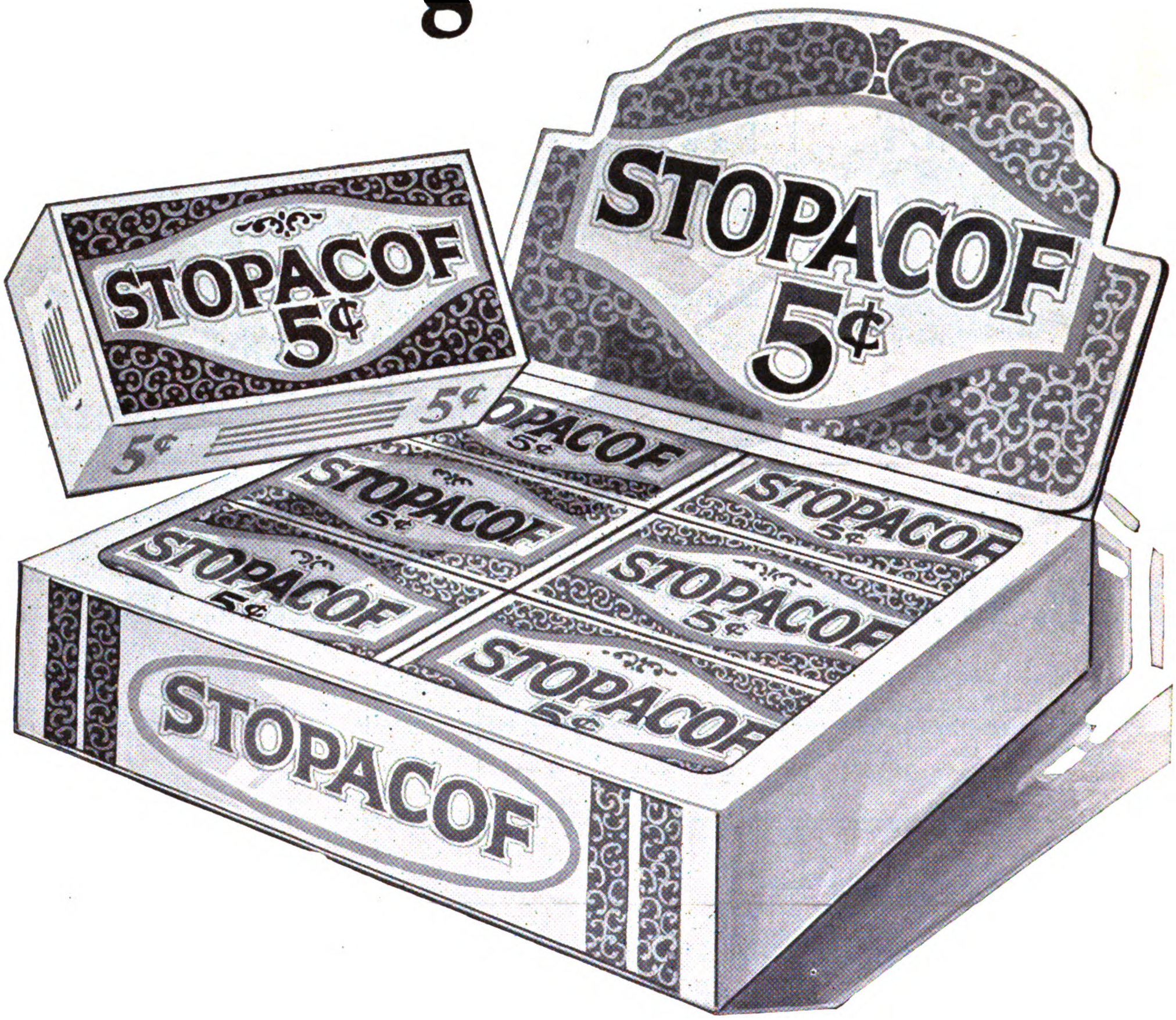
ORDER NOW

Samples on request

The LAUER and SUTER Company, Baltimore, Md.

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A Strong Combination



IF you make small package goods you need our Silent Salesman. It puts the product where the casual customer can wait on himself. It attracts his eye. It makes buying easy. It is more than a container—for the lid folds back and makes an inviting counter-card. The Silent Salesman is stored in small space in your stockroom, because it comes to you flat. It folds into shape in a jiffy.

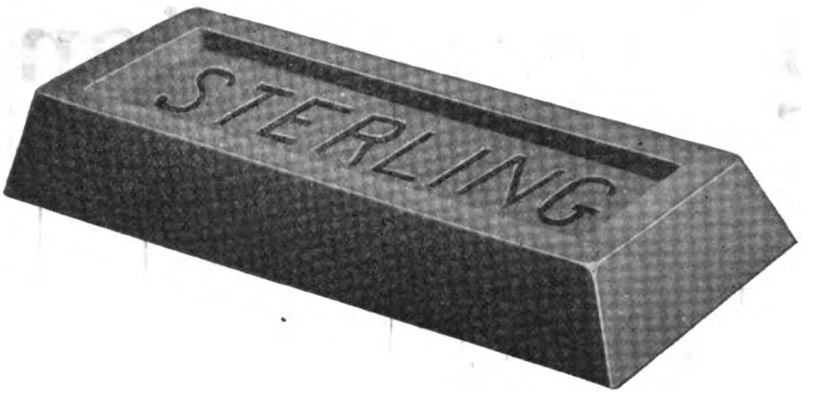
We make both cartons and these novel, nickel-getting Silent Salesmen to display them in. We make them in combination or singly. We use color to make profits for you—fine design and the best of workmanship. Our cartons and Silent Salesmen cost as little as you like—according to the colors used. Write today for samples and prices. We extend a cordial welcome to large or small orders.

The United States Printing and Lithograph Company

Color Printing Headquarters

130 BEECH STREET, CINCINNATI

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A 5c WINNER!

Sterling - Stimulators

Just bite into one of them—that's all! You'll say it's one of the most delicious nutty chocolaty tasting bars you've ever eaten. The size speaks for itself. We honestly believe it's one of the most extraordinary values on the market. STERLING STIMULATORS will stimulate sales.

Packed twenty-four to the box

SEND FOR SAMPLE

STERLING CHOCOLATE COMPANY, Inc.

44 SOUTH 9TH STREET BROOKLYN, N. Y.

Opera "BOMBO"



A five cent whirlwind!

An unusual combination of good candy and nuts in one big piece—chocolate coated. Each wrapped separately in attractively printed wrapper. Orders we are now receiving on this number promise to place it among the leading fast sellers.

SEND FOR SAMPLE—YOU'LL BITE INTO THIS WITH DELIGHT

ELBEE CHOCOLATE CO.

INCORPORATED

32 South 9th Street BROOKLYN, N. Y.

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EDWARD J. NOBLE, PRESIDENT — J. ROY ALLEN, TREASURER — ROBERT P. NOBLE, SECRETARY



MINT PRODUCTS CO.
INCORPORATED

LIFE SAVERS
Dainty Confections and Chewing Gum

FACTORIES:
PORT CHESTER, N.Y.
PRESCOTT, ONT., CANADA

ADDRESS ALL COMMUNICATIONS TO EXECUTIVE OFFICES

EXECUTIVE OFFICES AND MAIN FACTORY
PORT CHESTER, NEW YORK

April 13, 1921.

U. S. Gutta Percha Paint Co.,
Providence, Rhode Island.

Gentlemen:-

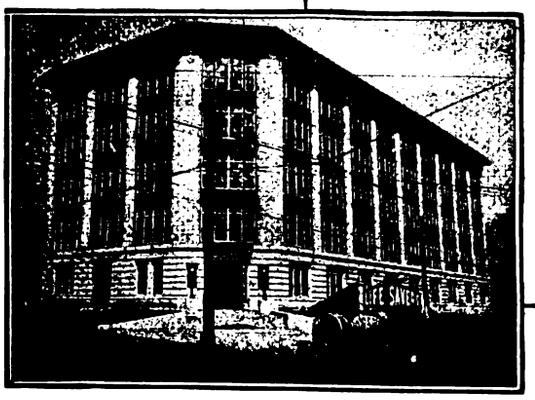
We have applied "Barreled Sunlight" on the walls and ceiling in every department of our new plant at Port Chester, N. Y., and do not hesitate to say that the light reflecting qualities of this paint are far beyond our expectations.

Our close attention to the smallest detail in connection with our finished package necessitates an abundance of white light from the time our sugar is pulverized on the fifth floor until the goods are in the shipping cases on the first floor platform.

We do not know that it is a possible thing, but it seems to us that the walls are actually whiter now, after a six month's occupancy, than they were when we moved in. In any event, we wish you to know that we are 100% sold on "Barreled Sunlight", and hereafter it is to be a uniform part of our new building specifications.

Yours very truly,
MINT PRODUCTS CO., INC.
S. P. Noble
Secretary

RPN/ND



"100% sold on Barreled Sunlight"

THAT'S what the Mint Products Co. say after using this white, lustrous finish for the ceilings and walls of their big candy plant.

Managers of thousands of plants all over the country are finding out the same thing for themselves. Year after year they find that Barreled Sunlight, because of its peculiar dirt-resisting lustre, retains its clean white finish longer than any other paint possibly can.

Barreled Sunlight is actually guaranteed to remain white longer than any gloss paint or enamel, domestic or foreign, applied at the same time, under the same conditions. And even when soiled, after years of service, it may be washed clean like tile. As it contains no lead it is absolutely sanitary.

Actual tests show that Barreled Sunlight, when applied, costs less per square yard than any other mill white. (Figures sent on request.) Sold in barrels, also in cans. Easily applied by brush or spray. Send for booklet, "More Light."

U. S. GUTTA PERCHA PAINT CO.
18 Dudley Street Providence, R. I.

Barreled Sunlight

The Rice Process White

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Fluffy Tinsel for Easter Baskets and Decorations

Fluffy Tinsel can be had in gold or silver. In appearance and economy it is superior to colored excelsior or shredded parchment.

Tie your Candy Boxes with

Silk Tassel Cord

or

Tinsel Cord

It is strong, popular and enhances the attractiveness of boxes and packages. We manufacture only the best quality and our prices are right. Samples and quotations on request.

Write today.

John W. Gottschalk Mfg. Co.

Lehigh Avenue and Mascher Street

PHILADELPHIA, PA.



The Atlantic Cream Mint



1906-1922

A 17 years' test of popularity.
Tin packing, 7 lb. tins—18 tins to case.
Liked by children and grown-ups.
An "all-year-round" seller.
Nationally known.
Trade mark brand.
Ingredients—finest grade—{cane sugar. / oil of peppermint.
Cost low for quality. Giving splendid profit to jobbers and retailers, at same time wonderful value to consumers.

MAKERS OF V-ALL-NO AFTER DINNER MINT

Manufacturing Co. of America
Philadelphia, U. S. A.

The More Eagle Balloons You Have on Display The More You'll Benefit

Because they are so attractively decorated and chuck full of real value that they sell on sight. No one can resist the sales appeal they make and you know children can never get too many toy balloons.



The 5c and 10c Retail Assortment

5c Assortment 144 Pieces

10c Assortment 72 pieces

Carton is Decorated in Five Colors

Place this attractive box on your counter or show case and see how eager children are for Eagle Brand Balloons.



The Famous Mutt and Jeff Pkgs.

Because of the tremendous amount of popularity these world-wide characters enjoy, this display box of balloons is equally popular. Each sanitary package is attractively lithographed in three colors and contains balloons imprinted with the funny antics of Mutt and Jeff.

The packages contain one, three or five balloons to retail at 5c, 10c and 25c respectively.

They are sure sellers and there's a nice profit awaiting you.

The Dolly Dare Assortment



is one of the most attractive assortments ever placed on the market both as regards the package, the balloons and the profit involved for you.

Each package contains five balloons assorted in three different ways to give the customer the advantage of our wide variety of styles. Packed in shipping cartons of one gross each—enough to make a nice attractive display. Dolly Dares sell on sight.

Besides the above mentioned assortments we can furnish bulk balloons in any size, shape or style desired: Squawkers, Air and Gas Balloons, Airships, Picture and Novelty Balloons, etc.

If your jobber cannot supply you send us your order direct together with your jobber's name.

The Eagle Rubber Company

ASHLAND, OHIO

NEW YORK OFFICE—35 Union Square West

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The Ideal Summer Candy

Sells When You Can't Sell Chocolates



Bunte
ESTABLISHED 1876 CHICAGO.

Diana "Stuft" Confections

Delicious sugar shells filled with fruit marmalades and nut pastes that everyone enjoys.

An unusually popular confection that sells in convenient packages and in bulk.

Packed in beautiful lithographed tins, air-tight, friction-top—1/2, 1, 2 and 3 lbs.

Also air-tight glass jars that retail for 25c—35c—50c and 75c.

Bulk quantity in 5 lb. and 25 lb. air-tight cans.

WRITE FOR PRICES



BUNTE BROTHERS Established 1876 **Chicago, Ill.**

Makers of World Famous Candies, Cocoa and Cough Drops

FRANKLIN GRANULATED SUGAR

Let Us Answer Your Sugar Problems

FRANKLIN SUGAR REFINERY CONFECTIONERS PURE CRYSTAL A PHILADELPHIA

If the sugar you are using does not give the very best satisfaction, you are probably using the wrong kind for your particular work. Our Service Department will gladly put you right if you will write us your troubles.

SERVICE DEPARTMENT

The Franklin Sugar Refining Company

PHILADELPHIA

"A Franklin Cane Sugar for every use"

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Work for a Restless World

FROM a myriad of suggestions as to the cause of the present industrial depression which have reached the President's Conference on Unemployment in Washington, there stand out a few shining sentences from Commander Evangeline Booth, head of the Salvation Army. They deal with idleness and its cure, and run in this wise:

"For unemployment, for hard times, man alone is to blame.

"The trouble with the world is traceable to nothing more or less than man's inhumanity to man. The crops grow just the same, the rains fall, the needed snows come, the mines give up their ore, and the cattle dot our hills—just as of old. Never has God or nature ceased to bestow the blessings that come from the earth.

"But in the sight of all these blessings men have elected to differ—to differ unreasonably. Angry debate starts, and soon the world is in a foment. Trade halts, production stops. Entire nations go into a deadlock on the trade basis. Manufacturer, merchant and public view each other with suspicion, and the evil circle is complete. Millions become idle, many grow hungry—the whole world suffers.

"It is in this state we find ourselves today; analyze the cause honestly, and you can come to only one conclusion. Negative mental processes, purely man-made antagonisms, lie at the root of the evil.

"Honest differences of opinion can be settled without disturbing the machinery of progress. Differences due to unreasonableness never can lead to anything but disruption.

"Let us come to understand each other better; let us in the light of honest reason practice teamwork, which is the life-giving grease on the world's axis—then unemployment and hard times will be no more."

"Play Ball"



The John Mueller Licorice Co. presents the strongest "line-up" in its history.

"Play Ball" with us and enjoy not alone sales and profits, but the satisfaction that comes from dealing with a high-grade house making a high-grade product "Famous" throughout the nation.

"Famous" MUELLER MADE

Licorice

A pure, wholesome, delicious product made by licorice specialists and known to every kiddie throughout the land. Always fresh and good, always preferred for its tempting flavor.

A Home Run Hit

"NELDYNE"

An extraordinary licorice-candy specialty that is sweeping the country. Ask for samples.

HERE'S THE MUELLER CHAMPIONSHIP LINE-UP

XLCR	*Whips*
Cigarettes	*Cigars (Banded)*
Whoppers	*120 Tubes*
Twisters	*120 "Famous" Stick*
Wrist Watch	*Busters*
240 Tubes	*Big 4*
Travelers' Companions	*Chocomels*
Plug	*Brick*
Trio Tubes (120 Count)	*Lozenges for Manufacturing*
Train Assortment	

Prepared with the finest grade of *Spanish* licorice by

The John Mueller Licorice Co.

Wade and Freeman Sts. **Cincinnati, Ohio**

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5c Cracker Jack

and

10c ANGELUS MARSHMALLOWS

Are Going Big!

Order NOW and get your share of this business. Our hopes are realized! Demand far exceeds our anticipation. Check up your stocks. Remember! Your trade looks to you for their supply.

Get Your Orders In NOW!

The Cracker Jack Co.
CHICAGO and BROOKLYN
Makers of Cracker Jack, Angelus Marshmallows and Reliable Brand Confections



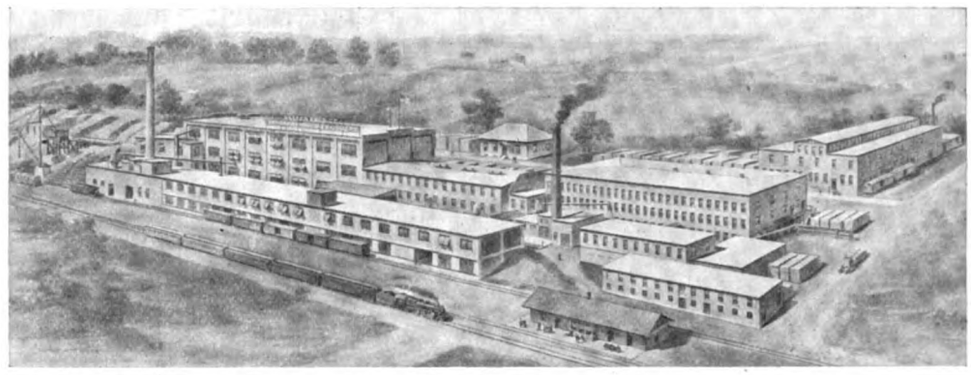
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SETTER

HARD MAPLE SUCKER STICKS

BOTH BLUNT AND POINTED

Large Stocks Always on Hand



Samples and prices will convince you that these are the Sticks you ought to use

SETTER BROS. CO.

Cattaraugus, N. Y.

MP Co Milapaco

Lace Papers of Character

Patrons Enjoy Dainty Service

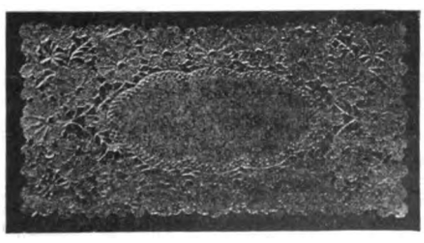
Attractive Lace Paper Doilies add a touch of distinction to your goods. A few of the many alluring "Milapaco" products are:

Paper Doilies
Paper Sundae Dishes
Bon Bon Cups—plain and printed
Box Top Laces—plain and embossed
Strip Laces and Embossed Name Laces
Silverplated Sundae Dish Holders
Glassine Bar Wraps—printed
Dividers
Embossed Blotter Mats
Padolene
Layer Cards
Aluminum Bar Wraps—printed
Pail Laces

Beware of imitations—insist on "Milapaco" when ordering of your jobber.

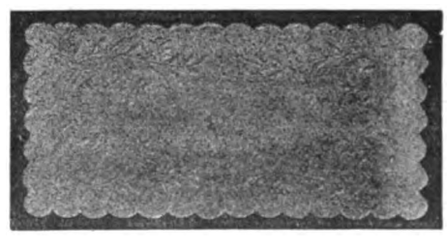
MILWAUKEE LACE PAPER CO.

Corner Lee and Bolton Streets, Milwaukee, Wis.



Established 1899

New York, New Orleans, Chicago, Boston, San Francisco, Cleveland, Calgary, Montreal, Winnipeg, Toronto, Vancouver



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CONFECTIONERS JOURNAL
Oldest Paper of its Class in the World

Vol. XLVIII April, 1922 No. 567

CONFECTIONERS JOURNAL

Founded in 1874 by Edward A. Heintz
Published on the First of Each Month by

The Confectioners Journal Publishing Co.

CHARLES McD. HARVEY
President and Managing Editor

WALTER W. GALE
Vice President and Treasurer

FREDERIC W. HARVEY
Secretary

FRANK H. TAYLOR
Associate Editor

LOUIS W. ROESCH
Circulation Manager

411-413 Walnut Street, Philadelphia

Subscription price, $3.00 per year; single copies, 30 cents
Canada, $3.50; Foreign, $4.00 a year

Changes for advertisements must be received by the 10th of the month

No cancellation of advertisement received after the first of the month

Make remittances payable to the order of
The Confectioners Journal Publishing Co.

Member Audit Bureau of Circulations

NOTICE TO ADVERTISERS—In order that we may protect our advertisers from unfair competition, and our pages from unpleasant controversy, we reserve the right to object to the wording of any advertisement, and contracts will only be accepted by us with this understanding.

MOTTO FOR APRIL

A month to clear the rubbish out,
Paper, paint and cleanly keep,
Rejuvenate all round about,
Inside, outside scrub and sweep,
Look your best and profit reap.

Statement of the ownership and management of the CONFECTIONERS JOURNAL, published monthly at Philadelphia, Pa., required by Act of Congress of August 24, 1912.

Publisher, The Confectioners Journal Pub. Co., 411 Walnut St.

Editor and Business Mgr., Charles McD. Harvey, The Marlyn.

Stockholders: Charles McD. Harvey, The Marlyn; Walter W. Gale, 4711 Windsor Avenue; Frederic W. Harvey, 282 Hathaway Lane, Wynnewood, Pa.; Howard W. Page, Trustee for Marie L. Watson, West End Trust Building.

(Signed) THE CONFECTIONERS JOURNAL PUBLISHING CO.
FREDERIC W. HARVEY, *Secretary.*

Sworn to and subscribed before me this 17th day of March, 1922. (Signed) J. HENRY ERBEE, *Notary Public.*
My commission expires February 4, 1923.

The Spirit That Wins

THROUGHOUT the world-war period responsible and well-established manufacturing confectioners, everywhere in the United States, were subjected, by the abnormal conditions, to long-continued loss of earnings just as were those of other staple industries.

Realizing that this deprivation could not be helped the trade adjusted itself to the inevitable and made no complaint. Its members were excelled by none in devotion to the flag under which we live. In every practical way the confectioners stood by the national government. Then followed a time when the holders of vast sums of uninvested capital—men of no experience in the production of candy—entered into the business, disturbing its economic equilibrium and producing an over-plus of goods. At the same time the diminished purchasing power of millions of workless people, everywhere, greatly reduced the normal volume of retail business. To try and offset this situation, which was a vital matter in nearly all lines of manufacture, a multitude of jobbers intervened between the manufacturers and the retailers, big and little. Candy was handled and sold, often at no profit, over the counters of department and other types of stores where it had never been handled before. A competent authority, Mr. V. L. Price, states that although selling and incidental costs of marketing goods did not decline, the manufacturers' prices declined last year, as compared with those of 1920, 48 per cent. and prices, as between the jobbers and the retailers, were scaled down 38 per cent. The same authority asserts that the manufacturers experienced the worst time last year known in the history of the trade. Actual costs constantly outran those estimated.

In the face of difficulties complicated by shifting wage conditions, credit risks and profitless competition, the more substantial elements of the confectionery industry have stood up well and kept their faith in the ultimate adjustment. Under the natural laws of supply and demand, which is sure to come, to the rightful advantage of all those who keep their nerve, make the most of the gradual return of safe and sane merchandizing and join with others of like mettle in trying to simplify the present complicated and costly processes which intervene

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between the man who makes candies and all of those who, in millions of homes, want and consume it when they can afford the price.

The business of the confectioner is one of the big things of modern development among our manifold essential activities. It will emerge from temporary adversity bigger and better and more prosperous than ever before. Those who will have a part in its assured future will be those who will see and know that their costs are right, and that their selling prices are so figured that they will yield a fair and legitimate profit.

"Too Many Jobbers?"

THE substantial and experienced jobber is an essential intermediary in the established processes of marketing goods. If, as it is claimed by some, there are too many of them at this time engaged in the handling of confectionery, it is because of an invasion of this field by a considerable class of men who, disregarding the interests of the producer who sells to them and the ethics of the industry, become a menace to real jobbers everywhere who play a square game and have reputations to guard. It is the plain duty of candy manufacturers to stand by those merchants in the jobbing department of the business who have proven their worth in the past and who keep, right along, doing business according to strictly proper and safe methods. To do otherwise is to take chances and to further retard a return of our great industry to a renewed era of general prosperity.

Everybody's Doing It

RESERVATIONS for the coming conventions of the

National Confectioners' Association,
Associated Retail Confectioners,
National Jobbing Confectioners' Association,
Western Confectionery Salesmen's Association,

are being made by the "early birds" whose motto is "Make sure," and this is an admonition to all to "get busy" if they want accommodations in Chicago during the week of May 22d.

Never before in the history of the trade has such a splendid opportunity been presented for all branches of the Confectionery industry to get together. Here will the manufacturer meet the man he sells to; here will the jobber and retailer clasp the hand of the man from whom they have bought goods; here also will be the "other fellow" chock full of substantial ideas that he will willingly and gladly pass on to the "other fellow." Yes, it is going to be one glorious week for the "other fellow" who wants to progress, and who knows a good thing when it ought to be known. Be one of the "other fellows"; go to Chicago and support your particular Association, and say "howdy" to the men who belong to the other three gatherings, and you will leave the city richer in ideas and friends than you were when you entered it. On the side there is going to be lots of fun and entertainment. Have you reserved your room. If not, get one big enough for self and wifey. The ladies will be looked after by a Special Committee. Reserve your room today. Everybody's doing it.

Mother's Day; Sunday, May 14th

IT IS none too early to lay plans for a proper recognition of "Mother's Day," and to see that every mother in your home town is remembered with a box of sweets. For a long time the Christmas season was the one time that special effort was made for the sale of Confectionery, and then only such as appealed to the kiddies. Later the adult members of the family were catered to. Easter has been made, through systematic propaganda, another season when Confectionery is given as a gift. Both of these occasions have been made better for the home circle through the sweet influence of candy, and "Mother's Day" can be celebrated equally as well with the aid of sweets if all identified with our industry will do their part to give the day publicity and importance. Start this year to make "Mother's Day" prominent, and an annual time for mother to get her box of goodies. You can do this by making a noise in type, and otherwise keeping the day before the eyes of the public. Advertising and the use of attractive boxes will do the trick. Use something like the following on your window, wagon and in your newspaper announcements, and do it early:

Mother's Day, May 14th
Remember She, Like Everybody Else, Likes Candy
Give Her Candy.

Don't let your customers "say it with flowers"; but see they show mother their affection through a box of your best.

Look Ahead for Easter

IN ITS opportunity for the confectioner, Easter stands second only to Christmas in importance. Easter and its quaint, traditional, yet ever-popular forms of observance aside from devotional customs affords a fine and profitable, even though brief, special call for appropriate goods. The Easter egg in all its candied glory is a symbol of the Easter period quite as much as the spring bonnet or hat. Easter marks the opening of the early summer trade. The extent to which it is of advantage to the confectioner depends chiefly upon his own enterprise. To make the most of a good showing in seasonable goods the storekeeper should begin well in advance, both in placing orders and in the planning of a window scheme which will catch the eye of the passing crowd; make folks stop, admire and buy. No other form of retailing has any chance with confectionery in possibilities

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of decoration. Then, how about the budding weeks that follow Easter? How about setting a good pace after business, right along through the year, never letting up from start to finish? The thing that makes a business grow and keep on growing is persistent effort in all directions. If your Easter is going to be the success it should be, it's up to you to believe in it, work for it and deserve it.

Candy for "Flu"

SUGAR-CANDY is being used with successful results as a remedy for muscular weakness of the heart after influenza.

"I was sent for on Sunday to see an old woman of over 80 with a pulse of 140 beats to the minute," said Dr. F. Thompson, of Sunbury-on-Thames, to a medical correspondent. "I gave her sugar-candy at once, and next morning her pulse was down to 88."

Dr. Thompson is now prescribing sugar-candy for so many influenza patients that the local chemist cannot get enough.

"Sugar-candy, and sugar generally, are wonderful heart foods, great heat producers, and easily utilized by the body," stated a physician at a London hospital for diseases of the chest.

"Cases in which strong heart stimulants have failed have been immensely improved by the consumption of sugar. A London doctor, who was cured in this way of extreme heart weakness, has given up medicine, and has taken to eating sugar.

"It is a very valuable agent in post-influenza cases both for the heart and the lungs."—*Daily London Mail.*

Trimming the Easy Marks

THOUSANDS of confiding people, mainly those living in small cities, have lost millions of dollars lately, because of their anxiety to double their savings through "investment bankers," who are constantly scouring the country and advertising broadcast for suckers. Quite a lot of these frauds are now in prison and more are on the way. Their method is to establish a pretentious central bank or brokerage office and later a chain of branch agencies in likely towns. They spend money in the local newspapers, run a quotation blackboard and mix in with the local men about town, some of whom are permitted to make a little easy money as stool pigeons. It's a cinch when they get the thing fixed for a clean up. The big cities are, if anything, easier picking than the farm centers. The best way for the man or woman, who may be tempted to hand over savings to sharks, to avoid loss, is to go to some well-established bank and talk over the proposition. Any so-called business man who is fool enough to get into the net of the "security" humbugs deserves what is coming to him.

Your Daily Danger

CRIMES of robbery are the certain evils of want among the ignorant and unskilled. Every officer of the law knows the source of the trouble. With all of the educational, all of the industrial and social uplift efforts put forth in this nation, thieving by stealth and violence will continue to be a menace to all of us as long as our legislators permit a million of low-grade Europeans to come to our shores every three years. It should be the business of trade organizations to lead in a drastic exclusion policy which will be sufficiently forceful to impress congress. Unless this is done, and done quickly, our daily papers will continue to be filled with stories of murder, assaults and property loss. Aside from the greatly increased dangers to the individual, crimes of violence, mainly common in the larger cities, seriously retard the natural revival of industry and throw out of gear all the machinery of progress.

To restore good order and safety by day or night, is something more than a job for the police. It's also your job and your one little vote; your influence, great or small, should be made to count upon the side of America for Americans.

We must enforce fear, if not respect, for our laws of protection. Failing to do this we deserve to further suffer from all of the modern physical dangers to which we are now subject every day that we live.

The Business Quiz

In our February issue under question No. 2, the following question was asked: If you carry a stock of $5000 and you do business of $50,000 per year on a retail "mark up" of 50 per cent. on cost, how many times per year do you turn the stock? To this question we made answer of 7½ times. This was wrong. The exact turn-over is 6 2/3 times.

Question No. 1—What redress are you entitled to if a tenant fails to pay his rent?

Question No. 2—By what action is a lease terminated?

Question No. 3—What is meant by an injunction?

Question No. 4—How many kinds of paper money are in circulation in the United States?

Question No. 5—What is meant by a "Balance Sheet" in business?

Question No. 6—What are the fundamentals of successful advertising?

ANSWERS

Answer No. 1—If a tenant fails to pay his rent you may have recourse to the following remedies: (a) Sue and recover judgment on any property the tenant may possess; (b) A duly credited officer of the Court may take possession of the personal property of the tenant and if the case is decided against the tenant, said property is sold

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and proceeds applied in payment of the rental debt.

Answer No. 2—A lease is terminated by, (a) Expiry of period; (b) Breach of covenants; (c) Surrender; (d) By extinguishing of title; (e) By notice given.

Answer No. 3—An injunction notice or command prayed for by one party before a court of equity restraining another some particular deed or action.

Answer No. 4—According to the *American Banker* there are fifty-four, as follows: Ones, twos and one thousands, four kinds. Fives, fifties, and one hundreds, six kinds. Tens and twenties, seven kinds. Five-hundreds, four kinds. Ten thousands, two; and five thousands, one.

Answer No. 5—A balance sheet is an accurate statement compiled to ascertain the exact position of a business or undertaking at a given date.

Answer No. 6—The fundamentals of successful advertising consist of the following: (a) First aid to the buying public; (b) Readable type, original display, good customs, clear cuts; (c) Clear expression, plain, forceful language; (d) New presentations, distinct styles, clever merchandise; (e) Systematic and logical presentation of facts; (f) Justice to customer and merchandise in descriptions; (g) Absence of misleading and veiled statements; (h) The store's personality reflected.

A Proper Division of Industrial Income

J. H. Tregoe, Secretary-Treasurer National Association of Credit Men

THE supply of capital cannot remain stationary if commerce is to progress. Expanding commerce requires expanding capital. We are not thought of as a nation of savers because savings in banks are not as large per capita as in other countries, but this is only one form of saving. Through our corporate form of enterprise we have added vast capital to our wealth accumulation by reserving an important part of corporate income in normal and good years. These reserves have been a larger factor in furnishing funds for commercial expansion than funds derived from individual savings. The experiences which have recently come to us will surely teach us to consider seriously the building of capital and the methods of getting a firmer grasp on just how it is done.

We cannot here particularize but in general terms we would point out the necessity of dividing industrial income justly between those who are directly interested,—labor and capital. If the division of industrial income is not just, then one or the other of these interests will suffer.

In 1916, labor, Dr. Friday points out, received as its share of the corporate income in mining and manufacturing 54 per cent., while 39 per cent. plus went to capital. This division gave a large reserve. and the capital accumulated under this division resulted in lessening the strain that came in 1918. In 1919 labor received 70 per cent. and capital but 20 per cent. This unequal division made possible but slight additions to new capital, which is one of the reasons why credit was so badly strained in 1919 and 1920.

Now, when commerce suffers, labor suffers with it, and it is important to labor that we have proper accretions to capital from year to year. Labor should be satisfied with a reasonable share of the income of industry. Rapaciousness in labor but limits productive tenterprises and unfavorably reacts on the abilities of labor to find constant employment and make good wages. We would not attempt to dogmatize as to just what should be the safe and proper proportion between labor and capital in industrial income. The point we wish to emphasize is that there must be for capital a share such as to leave a reasonable reserve for the payment on capital's part of taxes, interest and dividends, the last named to encourage postponement of enjoyment of wealth, and also a generous apportionment for reserves. Every bit of intelligence possible should be exercised in figuring out a proper apportionment of the income, the part to which labor is entitled and the part to which capital is entitled.

Economists were surprised that interest rates did not increase in 1915 and 1916. They did not increase because capital was receiving its full share of the income and out of this share sufficient new capital was added to protect credit from any serious strain. With the decreased apportionment of income to capital reserves in 1918 and 1919, there was not sufficient new capital added to finance new enterprises with the result that credit was strained.

Every enterprise whether manufacturing, wholesaling or retailing, now should map out its program and ascertain what the proper apportionment should be between labor and capital of the income remaining after the payment of materials or commodities bought and such overhead as is deducted before the apportionment between labor and capital is figured out. It is of the utmost importance that all our people be made to understand that each must do his part to increase our capital in industry and commerce besides, of course, exercising that personal thrift which builds up individual savings and indirectly stimulates commerce.

Centennial of Grant's Birth

THE centennial of the birth of Gen. U. S. Grant occurs upon the 27th day of this month. His natal home was a small house yet preserved at Point Pleasant, Ohio. Preparations are under way by various patriotic societies, school boards and city authorities to celebrate the occasion in a fitting way. Portraits of the great commander and ex-President, set in store windows upon a background of flags, will be appropriate, and an attraction to the window

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Do You Rent or Own?

VERY often a forced removal from a rented building is the cause of serious loss; unless a tenant is protected by the terms of his lease against such a contingency he is always at the mercy of the owner. Expulsion, for one reason or another, without ample notice and time to relocate, is a hardship at the best. The possibility should be guarded against. A proper lease is one in which both parties are bound to certain definite conditions and live up to them.

The longer a manufacturer or a retailer is established at a location the more important it is that he should, if the place meets requirements, be able to remain there. The tenant who becomes owner generally gets rid of one cause of uncertainty and worry.

The Chicago Trade Exposition

EVERY industry nowadays realizes, or is beginning to realize the need of solidarity. In fact it is becoming one of the chief convictions among manufacturers and merchants that without unity and general co-operation an industry cannot develop as it should and secure for itself that position in the household of the Nation which is an essential of permanent success and prosperity. Whatever influence contributes to bring about trade solidarity must therefore be hailed as an influence for good in the industry aside from its possible direct benefits to individual manufacturers, or dealers.

Nothing in recent years has contributed so largely towards trade solidarity as the big expositions or shows that are being arranged in connection with the trade conventions. The Exposition given last year at Atlantic City, in the language of Secretary Hughes of the National Confectioners' Association "no doubt very materially increased the attendance at our convention which was very much larger than at any previous convention, and I am sure that our members who attended the convention derived a great deal of benefit from the Exposition."

This success has had the effect of drawing the other trade organizations of National scope together. They have all decided to hold their conventions this year at the place, and during the week of the National Confectionery and Associated Industries Exposition which is the big annual trade show that will be held this year at the Coliseum in Chicago, May 22 to 27. Not only will the National Confectioners' Association hold its convention during that week, or, to be exact, on May 24 to 26, which is Wednesday, Thursday and Friday of the week during which the Confectionery Show will be held at the Coliseum, but the Associated Retail Confectioners of the United States will be in session during the same week, that is to say, on May 22-24, while the National Jobbing Confectioners' Association will also hold its meeting during the same week. To complete the number the National Association of the Confectionery and Associated Industries, the Biscuit and Cracker Manufacturers' Association will convene on May 29-31, which is the Monday, Tuesday and Wednesday of the week following. Many of the manufacturers who will show their goods at the big Confectionery Show at the Coliseum also serve the Biscuit and Cracker Manufacturers and will, for their benefit, hold over their exhibits until May 31, while other manufacturers, who serve the Biscuit and Cracker Manufacturers exclusively, will make special exhibits. This special exhibit for the Biscuit and Cracker Manufacturers will be gathered in the south end of the Coliseum, known as the Annex, for the three days of May 29, 30 and 31.

The Expositions Company of America which put on the Atlantic City Show last year and is arranging this year's show at the Coliseum, has always prided itself on advancing not only its own interests as an Exposition Company, but also doing everything in its power to put forward the general interests of the trade. It always stresses the importance of trade solidarity and its desire to help develop it to the utmost. The company has expressed its intense gratification at having the good fortune to afford a means that contributes so largely to this concentration of the National trade organizations at one point of time and space, namely, during the week of the big show at the Coliseum. This getting together of the National Associations of the several branches of the Confectionery Industry cannot help but exert a most beneficial influence in the direction of unity of purpose and harmony of action, in short, solidarity of the entire industry, which is today a vital element in business.

Outside of the sessions of the several conventions the members will meet individually at the Big Show at the Coliseum and there establish or confirm personal, friendly relations which are bound to work out for their own individual benefit and the general good of the industry.

When leaving their convention meetings, these members and visitors will find at the doors of the Convention Headquarters special auto-busses, engaged by the Expositions Company of America, and merely showing their convention badges will be whisked down to the Coliseum in a few minutes in the most convenient fashion. The same conveyances will carry them back to the Convention Hall without charge. In that way the closest physical connection between the conventions and the Big Confectionery Show at the Coliseum will be established and one need scarcely go outdoors to step from one to the other.

A glance at the list of exhibitors who have taken space at the Coliseum, as shown in the advertisement in this issue, will demonstrate the certainty that the show is going to be much bigger, and more complete than was last year's show at Atlantic City. Naturally, last year's show, being the initial one could not have been expected to be as big as the second one

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will be, or, in fact already *is*, by the number of exhibitors and amount of space taken. The Expositions Company of America sent out a broadside early in March showing the spaces taken and names of exhibitors. If any manufacturer failed to receive one, he should address the Expositions Company of America at 1362 Congress Hotel, Chicago, and ask for a copy, which will be gladly sent. The marked-up floor plan affords an interesting sight and is a good index of the forehandedness of many of our supply and machinery manufacturers. It creates the impression that no space will be left vacant when the doors of the Coliseum swing open on May 22nd. Already the choice is narrowing down, and any manufacturer who is particular about the location of his exhibit and has not yet secured space had better get in touch with the Expositions Company of America.

"To Live Long and Prosper"

THE all important matter of life extension is now under consideration by some of the best thinkers and most advanced medical authorities. Dr. J. Madison Taylor, speaking lately upon this subject, "How the modern man meets the stresses which life puts upon him is a matter of intelligence and education.

"The so-called 'stress of modern life,'" said Doctor Taylor, "is merely a question of the individual not being able to guide himself in the face of the exigencies that confront him, and which consequently take him on the wrong road. Under perfect eugenic conditions, that is, the ideal conditions for biologic life, the limit of life, according to Metchnikoff, is 160 years.

"The individual must learn to dominate his environment, for good or evil. If not, his environment will dominate him. He must keep his head and his poise. In his struggle for life his efforts tend to develop qualities of decision and selection which are transmitted to his offspring, and improve the race of man.

"The greatest mortality in this country is due to degenerative changes in the heart, the blood vessels and the kidneys, so informed and serious attention should be given to them. It is the defects in this group of organs of which mankind dies, no matter what may be the supposed cause—except, of course, injuries—such as the communicable diseases. All communicable diseases are preventable in an ideal community. Knowledge is growing rapidly whereby all disease, if recognized early enough, can be cured, as well as prevented. The strain of modern life is only competent to produce higher and better reactions in the organism whereby the individual becomes more nearly perfected provided the individual is adequately supplied with knowledge of where to get off—in short, how to behave.

"The distinguishing characteristic of men who are among us and who live to their eighties and their nineties and are active up to the end is their indomitable mental poise, their judgment in conduct and behavior.

"Human life is uniformly longer now than it has been," he continued, "and it could be increased by carrying out the intent and teachings of the welfare organizations which have grown tremendously in wisdom, character and scope."

Chicle and Science

A WRITER, describing in the Geographic Magazine the scientific search for the ruins of ancient cities in Guatemala, gives great credit for information supplied to American explorers, to the chicle hunters who bring to the outer world the material from which is made modern chewing gum the manufacture of which, as he says, is one of our most important industries. The age-long search for raw materials, all over the world, has gone hand-in-hand with research and the spread of discovery which so constantly broadens our knowledge of ancient civilizations long forgotten.

Dirt Cheap

FRANK IRVING FLETCHER, New York advertising man, said in an address to advertisers:

"Another fault that is fast disappearing is exaggeration—lying, you know. Some of the advertisements of the past remind me of a dialogue between a salesman and a patron. It runs like this:

"'What's the price of the article?'

"'One dollar, sir.'

"'Bought direct from the manufacturer, I presume?'

"'No, sir, we got it at a sheriff's sale of the manufacturer's stock.'

"'Why did the manufacturer bust up?'

"'Through selling this article at a dead loss.'

"'I suppose he'd paid too much for the raw material, eh?'

"'Oh, no; he stole the raw material.'

"'Gee whiz! Wrap me up half a dozen.'"—*Los Angeles Times.*

The Billboard Must Go

THE Indiana State Highway Commission has ordered all wayside billboards removed from the landscape. In New York state a tax of 10 cents per square foot of billboard space is under consideration by the legislature. The effect will be a great reduction in their number.

The interests controlling these blots upon the face of nature are putting up a strong fight, but intelligent public sentiment everywhere is arrayed against them. Advertisers who invest with them stand to lose more than they gain.

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Illustrated Bookkeeping

ILLUSTRATED BUDGETS

WE have already shown how expenses can be weighed with accuracy. The information that is gained in this way makes it possible to draw up the budget that will result in the greatest returns for the money expended. Making the expenditures conform exactly with the budget, however, is a different matter.

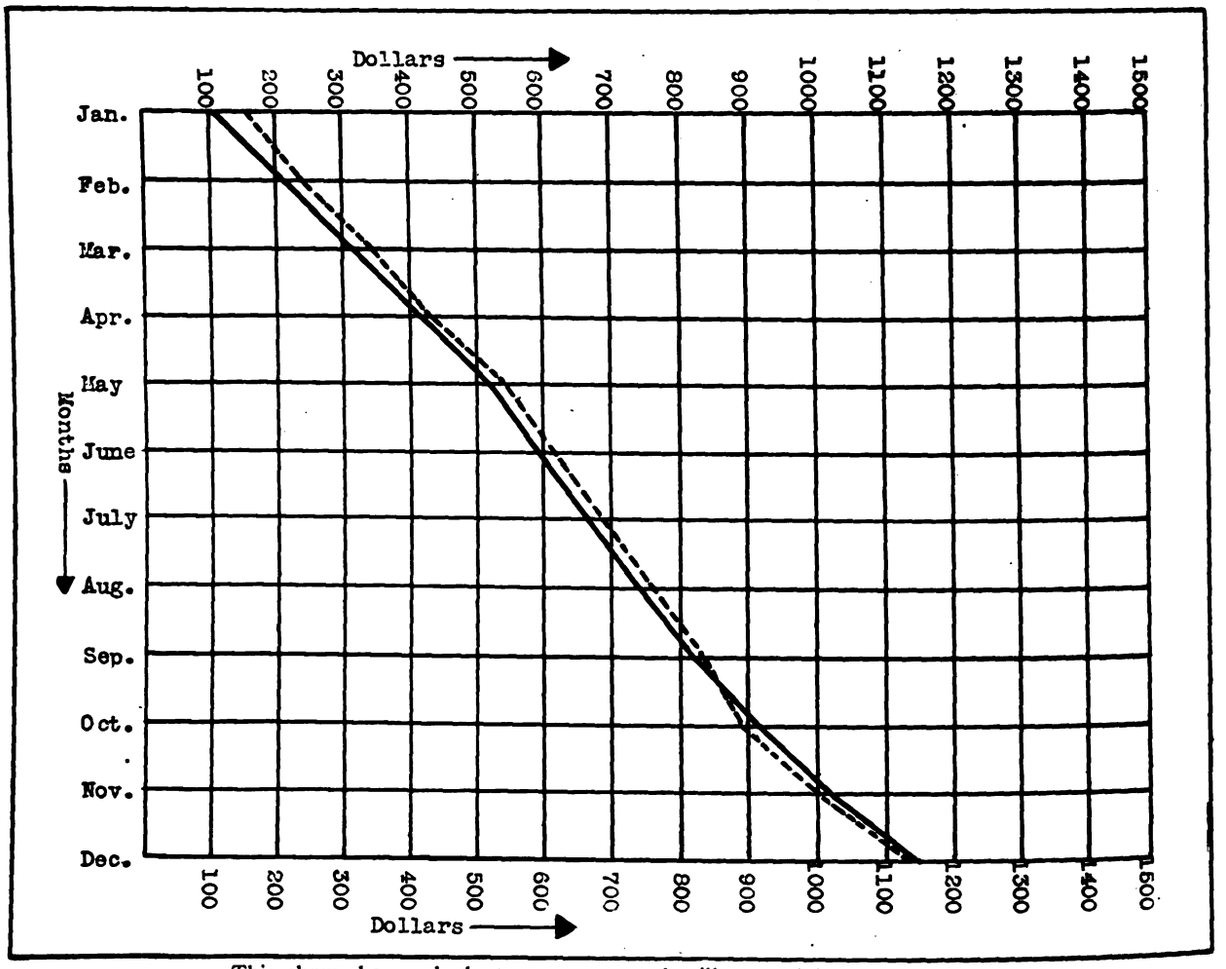
No matter how carefully the budget is drawn up and how much in detail the plans are pictured, it still sometimes happens that the expenditures are not made in strict accordance with the budget. At the end of the year it is found that more has been spent for certain items than was planned while less is spent for others. In order to spend all the money called for in the budget it may be necessary to increase the expenditures at the end of the year. It is more likely to be the case, however, that economies will have to be practiced in order to keep within it.

Practicing economies toward the end of the year when there is a possibility of increasing the holiday trade is likely to prove expensive for the confectioner, so it will probably be necessary to exceed the budget unless some way has been found to picture the expenditures as they are made. These pictures must not only show how much less or how much more has been spent each month than allowed by the budget, but also just how the total expenditures thus far made compare with those it was planned to make up to any given date in the year.

It is not at all difficult to make such pictures and there are a number of different ways of making them. Of course, the first step is to draw up the budget.

Determine first of all how much should be spent for each item of expense during the coming year. Then divide each item up into the portions that should be spent each month. It is also well to have a total expenditure for each month as well as for the year.

Either a bar picture or a curve picture may be used to picture this budget. A single curve picture cannot be used to show as many items and a record for more than one year as readily as can a bar pic-



This shows how a budget expense may be illustrated by means of a curve picture. Each curve is drawn to show how much money has or should be spent during the year up to the point of the curve considered. The full line represents the budget and the dotted line the actual expenditures. By using an ink of a different color for each expense, several expenses may be pictured on the same sheet.

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ture, so the bar picture will be considered first.

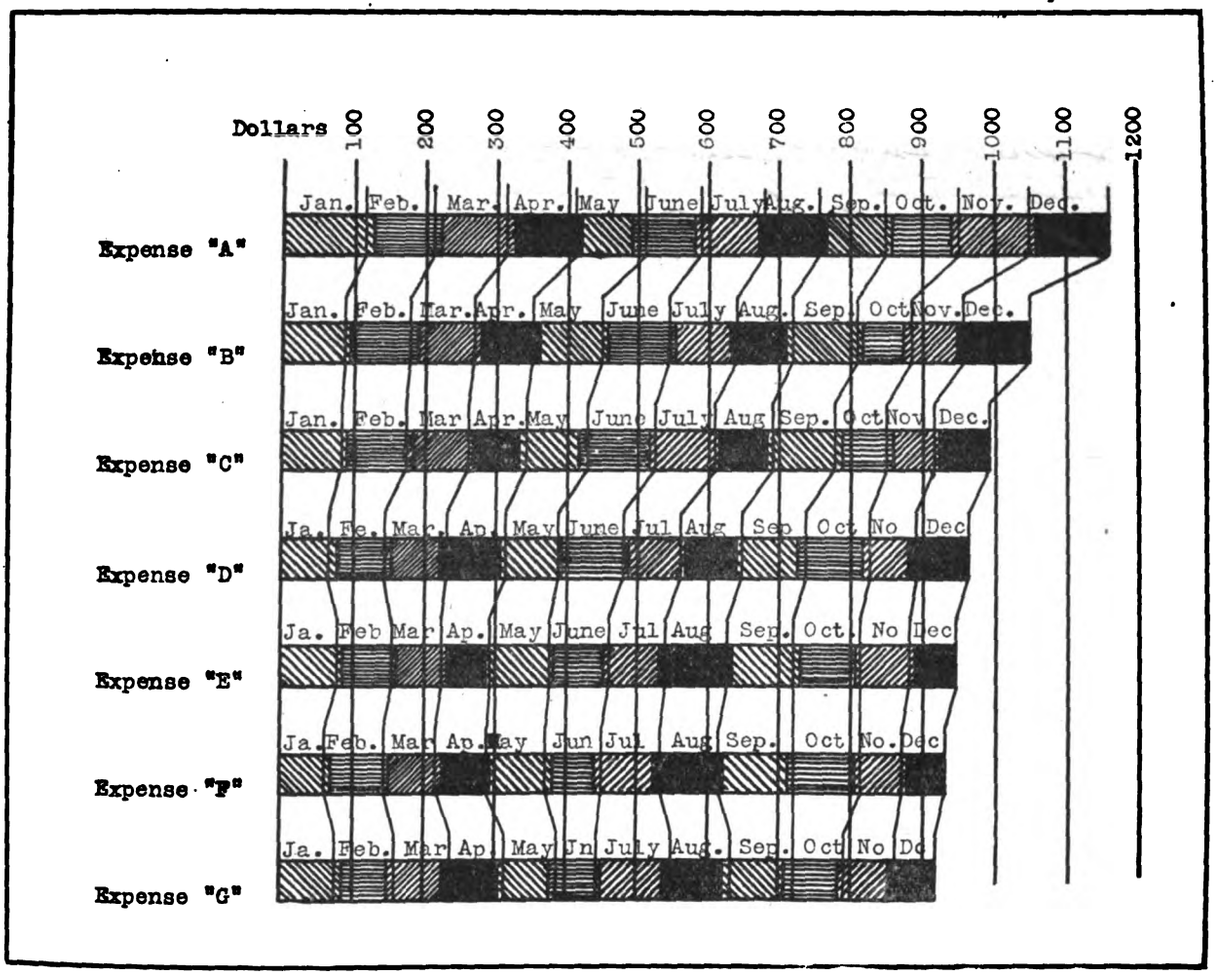
Draw a vertical line near the left edge of a sheet of paper and divide this line into as many divisions as there are items of expense plus one. In other words, there must be a separate division for each item of expense and also one for the total expense. If the sheet selected is large enough the budgets for two or more years may be illustrated on the same sheet.

The next step is to draw the outline of a bar in each division, the length of this bar representing the expense allowed in the budget for the total expense of the year for illustrating the total expense and a bar of the proper length in each of the other divisions to illustrate the total year's expense allowed for that item of expense. These bars then will show the annual budget.

Now divide each bar into twelve divisions by drawing vertical lines across them in such a manner as to divide the bars into rectangles of the right length to represent the expenditures for each month. In other words, divide the bars for the year into monthly bars placed end to end.

To make the finished picture more easily read, it is well now to label each of these monthly bars with the name of the month it represents. With each bar labeled with the month it represents and with the name of the item of expense written at the left of the division for that item it becomes a simple matter to see at a glance just how expenditures stand as the picture for the year is gradually completed.

At the end of January fill in the blank bars for each division far enough to the right to indicate the exact expenditures. If this filling in passes the first vertical line in the bar, it indicates that the budget has been exceeded. If it does not reach the first vertical line, it indicates that the expenditures have not come up to the budget.



This illustrates how a bar picture may be used as an illustrated budget. The crooked vertical lines show the budget, the filled-in bars indicate the actual amount spent. In practice it is better to use colored ink to represent the actual expenses. With a picture of this type drawn on a large enough scale the total budget and as many subdivisions of it as desired may be shown on one sheet. Due to the fact that such a picture does not show up well unless drawn on a large scale, the total budget has not been pictured here. Only a few individual expenses have been indicated to illustrate how the picture may be made.

Next month fill in from the end of the filled in portion to January far enough to show just how much has been spent in February. In other words, make the end of the actual January expenditures the starting point for the bar for the February expenditures. It is much better to use a different color of ink or pencil for the February expenses.

Picture the March expenditures in the same manner, using still a different color of ink or pencil

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for the purpose. Three or four colors will be sufficient for the purpose. If four colors are used, there will be a different color for January, for February, for March and for April. Then May will be shown in the same color as January, and September will also have this color. February, June and October will have the same color; March, July and November the same color, and April, August and December the same color. The colors will be repeated sufficiently far apart to cause no confusion.

Along towards the end of the year the value of this picture becomes more obvious. Not only is there shown the comparison of each item of expenditure with the budget set for that expenditure for each month, but whether any item or the total has fallen below or exceeded the budget. In short, everything one needs to know about the budget and how it is working out is or can be pictured.

If the divisions on the vertical base line have been made large enough all that will be needed to make a picture of the budget next year will be to draw the outlines of the new set of bars just below those of this year and fill them in just as they have been filled in this year. In this manner one picture may be made to show the budget history of several years.

If the budget is divided into but few items of expense and one item varies a good deal from all the others, that is being larger or smaller, then a curve picture that can be more easily and quickly made will serve the purpose.

The sheet upon which this picture is made should have at least twelve vertical lines and a large enough number of horizontal lines to make it convenient to read values. The lower ends of the vertical lines are labeled with the names of the months and the horizontal lines are given such values that the total expense for the year can be shown on the sheet.

Now, on the January line, make a dot at the point which indicates the total expenditures for that month. On the February line make a dot that indicates the total expenditures of February added to those of January. Add the January, February and March expenditures together to find the value to indicate on the March line and so on for each month of the year. The point on the December line will indicate the total expenditures for the year. Join all these dots together with a curve.

Draw curves with different colored inks or pencils in the same manner to indicate the budget for each of the items of expense to be shown. The name of the expense may be written at the end of each curve to make it plain just what each curve represents.

The curves for the actual expenses may be ruled in with dotted or broken lines of the same color as those showing the budget. If at any point this dotted line is above the budget line then the budget is being exceeded. If it is below, then the expenses are not as great as those allowed by the budget.

This makes a very simple picture, easily and quickly read, but if there are many different items of expense and the budget curves come close together or cross each other, this type of picture becomes confusing. It also is out of the question to picture the budget for more than one year if more than one or two curves are needed for each year.

For picturing one or two items of expense, or even a half dozen, if there is no overlapping, this style of picture does serve its purpose admirably. In certain cases it may serve the purpose better than a bar picture.

In the two methods described the actual dollars and cents have been considered. There may be cases, however, where it will seem better to consider percentages rather than dollars and cents. In such a case it is merely a matter of changing the scales. In the curve picture the scale will then run from one to one hundred. In the bar picture the vertical lines drawn to make it easier to ascertain the values in bars will be given their percentage values and in addition each outline bar will be divided in decimal parts so that the percentage of expenditures for each month can be read. This means considerable extra work in making the picture and since the dollar and cent methods of illustrating the budget will ordinarily give all the information desired, drawing the budget picture on a percentage basis is not commonly necessary.

Ice Cream Legislation At Albany

THE Agricultural Committee of the New York State Assembly has approved a measure which has been urged by the State Association of ice cream manufacturers which will when passed reduce the milk fat requirements from 10 to 8 per cent. and the milk solids from 20 to 18 per cent. At this writing the outlook for the success of the modification looks goods.

When the Unexpected Happens

THE unexpected is a part of the discipline of life. It happens constantly and is mostly unpleasant. The way in which we accept it, for better or for worse, is a good test of our mental resources. When some evil circumstance comes along to afflict or disturb us it is folly to waste time and words in lament. How often in the past you have known the unexpected! Sometimes it has been in the form of good news, often a loss of money, perhaps a fire. At any rate, after a time, it has been nearly or quite forgotten. None of us can insure against the unexpected. When it hits you try to make the best of it if harmful and be thankful if it is helpful. It's all in the game.

Ice Cream Stops Hiccoughs

AN attorney arguing a case in court was suffering from a severe attack of hiccoughs. Said the Judge, "Go out and eat a plate of ice cream, that will stop your trouble. It chills the vocal cords and puts them in working order." It did.

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Legal Points for the Retail Merchant

LESLIE CHILDS

DUTY OF MERCHANT TO EXERCISE CARE IN THE CONDUCT OF HIS ACCOUNT WITH HIS BANK

IT goes without saying that every well informed business man knows that he is bound to exercise reasonable care in the conduct of his banking account so as to prevent, or detect, forgeries, alterations, or other improper changes. However, in the press of other matters, even the most vigilant will overlook a point now and then, so a little reminder of the duties and liabilities of a customer to his bank may not come amiss to even the best informed.

In the first place, as to forgeries, it may be stated that, generally speaking, a bank is bound to know its customers' signatures and if it cashes a forged check it must bear the loss. And, too, this rule is usually applied to raised checks. If, for example, the merchant gives a check for $1.50, and it falls into the hands of a check "artist" who raises the amount to $111.50, the bank will usually have to bear the loss if it cashes the raised check.

However, there are certain limitations upon the bank's liability for its failure to discover a raised check, which it is well to bear in mind. For example, if the drawer executes his check in such a careless manner as to invite its alteration, the bank may escape liability for paying the raised check if it fails to discover it. If, we will say, the drawer in writing the check leaves spaces either before or after the figures or the amount, these may easily amount to an invitation, or at least a temptation, for a dishonest person to raise the check. And where a check is so carelessly drawn, and the bank pays it after it has been raised, it is doubtful whether the drawer may force the bank to bear the loss or not.

Of course, whether the bank or the careless drawer will lose will depend upon the particular facts of each case. It may also depend upon how skillfully the one who raised the check worked. If his work was crude, so much so that it should have been easily detected, the bank will likely lose. If, on the other hand, the raising has been done in a skillful manner, so that it could not have been discovered without, perhaps, the use of a glass, the drawer may have to bear the loss.

CHECKS SHOULD BE DRAWN WITH CARE

It follows that the drawer of a check should for his own protection, as well as the protection of his bank, use care in drawing his checks. He should not leave spaces before or after the figures of the amount, or before or after the letters where the amount is written in, and even where a check protector is used this rule should be followed, and no spaces should be left blank, before or after where the amount is "ticked" in. If all spaces are filled, either lined, or perhaps perforated, the check will not be an easy one to raise, and if it is raised the drawer will usually be deemed to have exercised reasonable care, and the bank cashing it will have to stand the loss.

Another point well worth keeping in mind by the retail merchant has to do with his duty to examine his pass book, and return checks or vouchers, within a reasonable time after they have been returned. In particular is this important where his checking account is attended to by another person, as a trusted clerk, secretary, or other employee. For it has been held in a number of cases that where such an employee was able to forge and cash checks, over a period of time, because of the negligence of his employer in failing to examine his pass book with the returned vouchers, that the employer should stand the losses caused by his negligence. For example:

In one case the employer permitted a trusted clerk to have charge of the checking account. The employer neglected for over one year to examine his pass book in connection with the returned vouchers and voucher list. During this time the pass book had been written up, balanced, and returned with the vouchers a number of times. All right.

Now it developed that during the latter portion of this period this clerk had been forging checks and cashing them. He covered up his dishonest acts by destroying the vouchers which represented the forged checks. When the forgeries were discovered the employer attempted to force the bank to make good the loss. In this the employer was not successful, for the court held that by his negligence, in failing to check up on his pass book and returned vouchers for such a long period, he had, in effect, given the clerk the opportunity to commit the forgeries.

So to sum up. A patron of a bank is bound to exercise reasonable care in the drawing of his checks, and in the general supervision of his account so as to keep down, or detect, forgeries, alterations, or improper changes. And if he fails to do this his negligence may result in him being liable for a loss that can be traced to his carelessness. And even though his negligence has not been such as to charge him for a loss, a dispute with his bank, over an affair of this kind, may create an embarrassing situation that may in the majority of cases be avoided by the exercise of due care in the first place.

YOU cannot increase your business by wishing. Trade is not secured by carrying a horseshoe or a rabbit's foot. Instead of wishing, advertise.

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BUSINESS BUILDING

A. E. PHARO

TO THE FINE RETAILERS OF LARGE CITIES

NOW that the candy slogan has been selected the next step is to plan a loose organization through and by which candy can be "telegraphed" as it were from one city to any address in any other city. This could be accomplished through the prominent retailers of fine confections. It is a fruition which can only come gradually, because a widespread interest must first be developed, after which the necessary details can be arranged in concrete form. Viewed in its broad aspect it is an opportunity for the candy fraternity to render an additional "service," to its patrons, the public, exactly as the florists are doing.

On occasions, more or less frequent, some one desires to send a remembrance to a friend in another city. If his preference is for flowers he has no difficulty. He simply goes to a reputable florist, states his wishes, pays the bill and goes his way free from care. The florist wires his order to a reputable florist in the city named and the desired kind and quantity of flowers are delivered to the desired address at the desired time. If his choice should run to confections, however, there is no machinery to carry out his wishes, and he must either abandon the idea or trust his package to the hard usage and the uncertain time of delivery of the mail. For the sake of the business prestige and the kindly feelings it would evoke in the minds of the public towards the candy trade this defect should be remedied and the machinery organized to render such service.

The retailers should get after their National organization and have the ball started to roll at the coming convention of the body in Chicago in May.

WAR, CANDY AND DOMESTIC HAPPINESS

CAN you jump your mind from war to candy, and thence to domestic felicity, and then draw a moral which will put coin in your cash register? It sounds like a pretty difficult problem, but let's see if we can work it out.

I see by a newspaper now before me that in 1921 the government spent a total of $418,000,000 on the army. During the same year the people of this country spent $750,000,000 for candy and chewing gum; besides a few hundred additional millions for ice cream and soda water. The public has let out a holler that reached to the high heavens because of the expense of the army, complaining that the taxes were literally grinding their faces to the ground. But nary a holler has gone forth protesting against the tremendous sum expended for candy. The deduction is obvious—militarism and force are losing their influence and their appeal upon the people, and persuasiveness, gentleness and sweetness are taking their place. Is not this reasoning correct?

Let us now consider the homes. With sorrow we read that unhappiness, discord and divorce are on the increase, and if thinkers, writers and leaders are to be believed this condition has reached a stage where it begins to threaten the very existence of the nation. We also read that three-fifths or more of the divorces are brought by women, and evidently the men are mostly to blame in the matter. A woman recently on applying for divorce stated that if men would kiss their wives every morning and evening, and bring them a box of candy every Saturday, the number of divorces would decrease one-half. Now you see the connection, don't you? A box of candy every Saturday evening would make a woman so pleasing and sweet that her husband just couldn't keep from kissing her; happiness would reign where discord now prevails, divorces would decrease one-half, and a threatening menace to our country would disappear. Why not highly resolve to sell a box of bonbons to every husband in your town every Saturday night, and thus do a mighty work of good and also make money for yourself.

IMPROVE YOUR METHODS AND MAKE MONEY

ONE of my readers sends me a clipping from a business paper, and I am going to pass it on to you. The name of the paper is not given, or I would gladly accord it credit. Read it, and I feel sure you will find some money-making and money-saving points in it. It says:

Making money in your business does not always consist in having a busy shop or store, for some stores do a vast amount of business and make very little money, while others have a small amount of sales, but are great money-makers. These successful stores seem to watch with care at least five factors. First, the cost of doing business. Second, charging a proper amount of profit on the goods sold. Third,

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charging each item of expense where it belongs and having no so-called "general expense" account. Fourth, watching the number of times the stock "turns over." Better do a five-thousand-dollar business on a thousand-dollar stock than a fifty-thousand-dollar business on a five-thousand-dollar stock; for you will make more money in the end. Fifth, pay close attention training the sales force, and use up-to-date methods in operating the store.

Strive to eliminate waste. Save a pin a day. It will pay. Use every known method to overcome waste in time, action and material, and also make sure to see that each and every penny tied up in your business earns its proper proportion. Don't guess. Use safe and sane methods of bookkeeping, and above all do not fail to make frequent inventories of stock in hand. A wise merchant can tell to a fraction what his stock cost him and what it is worth every day in the year.

The above methods are in use by practically every up-to-date dealer in any business. These rules are not followed in a slipshod manner, but carefully, accurately, keenly. And by following them thus the habit is acquired of doing everything in the proper way.

Your competition is going to increase, friend dealer. Your competitors will be sharp, shrewd, posted on all the moves of the business game, and it is highly necessary that you modernize your business so you can safely withstand the competition.

Some of the causes considered are the inevitable results of a reaction following a long period of public and private extravagance. It appears, however, that one year ago, the idle wage-earners totaled twenty-five per cent. of the whole. This would indicate about twice the average idleness of normal times. The efforts of employers in manufacturing industries to better matters is thus set forth:

"Many concerns, the report says, are inventing means to better arrangements within their plants affecting the cause of unemployment attributed to personal and impersonal factors within the establishment. Better methods and more thorough organization to reduce friction and to develop industrial co-operation between employers and employees are being tested in many industries. The report points out that in attempting to remedy the causes of unemployment attributed to influences operating outside the plant, there is need for more adequate system of collecting and disseminating information showing the trend of prices, the actual cost of operation and revenues from industry. "Such a system," it is said, "will afford a reliable basis of comparison within plants at different times and between individual plants in the industry as a whole."

WE THANK YOU, MR. ISAACS

MR. C. ISAACS, Cushing, Oklahoma, writes that he has used a little window sign for sometime, and that it has resulted in the sale of a goodly number of boxes of confections. He has one placed in his window, and also one in a conspicuous position in the store. It is a small card, attractively printed in neat and easily-read letters as follows:

WHEN
WAS THE LAST TIME
YOU TOOK HOME A BOX OF
CANDY?
? ? ? ?

He states that the influence of this is cumulative with time. It exerts very little selling-pressure if displayed only a few days, but as time goes on its really valuable suggestion gradually bores its way into the consciousness of people, and they fall for the idea which it conveys. Mr. Isaacs states that it sells goods, and sells them with pleasing frequency. The thought occurs to us that if every candy dealer would think out such happy selling ideas as this, and would then have the broad and helpful vision to send them in to the Business Building Department, we would have here a center for collecting and distributing Business Building ideas which would be of priceless value to the fraternity at large. It isn't the big and revolutionary ideas which are essential to the upbuilding of a business. Rather is it a steady stream of seemingly insignificant thoughts, each one of little value, but in the aggregate they put life and vitality in a business and lift it out of the monotonous rut in which every business is prone to drift.

Why can not some bright-minded readers think up and send us ideas for the wording of little window placards. I mean live wording, which contain a suggestion that creates a thought which impels a man to buy. Let us hear from you.

SUCCEEDED BY CONCENTRATION ON ONE STYLE

"THE Schoolmaster" in Printers' Ink relates a little story which came under his observation recently and which embodies such a good business suggestion that I pass it on to my readers. "While I was attending the theatre recently," he writes, "I was interested and rather sorry for the candy boy. Before the curtain rose on the first act the boy appeared with his customary boxes of candy and called forth his wares—'candies, peppermints, caramels, almonds, all kinds of candy.' For some reason his talk did not sell much candy; when the curtain went up I had seen him sell only one small box. During the second act intermission however the candy boy changed his tactics. He appeared with only one carton of candy which contained a dozen boxes of chocolate almonds, and in a brisk and pleasing tone he announced 'Henry & Henry's Chocolate Almonds; twenty-five cents a box.' Within

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seven minutes by the watch he had sold all of the dozen boxes. It was a splendid example of the work of the Old Man Specific. When the boy had been offering candies vaguely as candies he found it almost impossible to get a rise, but as soon as he showed that he had a definite accepted brand of candy at a definite reasonable price he had little trouble in getting rid of his stock. When it comes to making quick sales there is nothing like concentrating on one item."

Above is a suggestion which every retailer could utilize to his great profit on frequent occasions. There are a dozen ways of doing this, but I will suggest one.

Why not have a semi-monthly sale of one particular kind of candy, changing the kind each time. For instance, one time let it be peanut brittle. Take everything out of your show window, and then pile in the window practically all the peanut brittle you have. Arrange it with a careful carelessness. Put catchy placards in your window. Several. One telling how healthy are peanuts and molasses. Another telling how good they are, yum, yum. Another telling price reduction during this sale only. All this will make talk, make sales and aid in business building.

Sugar As a Health Preserver

A CURIOUS use of sugar is its employment in discovering the presence of stone dust, especially of granite, in establishments where stone-cutters are employed, from which they are subject to lung diseases.

The research has been undertaken by the Government Bureau of Mines.

Employers Are Doing Their Part

THE National Industrial Conference has devoted attention to the problem of present unemployment.

"NAME this child."

"Original Story," said the sponsor-nurse.

"Original Story," she repeated in clear, deliberate tones.

"It's a very odd name, isn't it? Are you sure that you want him called by the name of Original Story?" I queried.

"Original Story—that's right," she declared.

"Is it a family name?" I persisted.

"Named after his uncle, sir," explained the woman in charge, getting red in the face.

I made the acquaintance some weeks after of the said uncle, a farm laborer in another village, whose name was Reginald Story.

EVEN if all the mean things you could think of to tell about your competitor were true, it would still be the worst kind of policy to tell them.

Comments of Tokorimo Shan

Hon. Editor.
Confectionate Jurnal

GRATE worl calamerty have again been voided in graterfying manner and in way that show how sensibleness can be use when foolishness would cause untol disaster. You rememmer back hundred and some years ago when man Name Gorge Three have job as king of england. One time this King who was in grocer bizness on the side, he send over to Boss Town large quanty of tea with sight draft and bill of lading tached. Boss Town was highly enrage and throw tea in harbor. King George very anger at that and say he will have tea or contrack price if he have to go to the police. He are inform that tea cannot be recover for divers reasons, the water bein too deep, and if he thinks he can collek by force to go to it. So he just send over army and navy and result is that roused colernies win fight and gain innerpendence which they keep till Jannewary 6, 1920.

That was how them old fellers allus done. If they get insult, or broke or indygestun, they do not say "you're another," or go to work, or call a dockter. They just declare war, which was then honerable ockerpation.

If you have read noospapers you can see how moddern king would ack in such a sircumstance. England now have king what are name George Five. One day he set down to dinner and heep his plate up with cabbidge and then he look inquiringly round and he say, "Where are nessary corn beef?"

"Corn beef have fail to rive," say Queen Mary primishly. "It were order in 1918 and it ain't got here yet, these tradesmen are so careless."

"This are outrage," King George say peevishly; "I shall call up Lord Gorge immeditly, if I have any luck with Central." He try fone and say, "Hey, Dave. How bout this here corn beef what we order some time ago. I am a pashunt man, but it seems to me that four years are long time. Here we have a roil weddin a comin off and not a hunk of corn beef to our name. What are present sichiwashun?"

Lord Gorge he say, "I was just a talkin bout that this mornin to George Harvey and he clasp his hand to his forrid and say in misery, 'another Wilson outrage.' He tell me that it all are fault of Amercan ralerodes which wilson was a runnin at that time and that doubtless america will pologize."

"Pology will not take place of suckerlent corn beef," say King crispishly, "I will tend to this matter personnaly. We have give Ireland everthing except

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Mary's jools and Westminster Abby; we have made Egypt free and sent the Prince to India to help kill off the man eatin Tigers, but england must make a firm stand some wheres or lose all her dignerty. I shall rite Hon. Har Ding at once." And he probly sends follerin:

Hon. Warren G. Har Ding
Presdent Union States and elsewhere
Dear Warren and Bro.

I take my pen in hand to congraterlate you on your elervation to offis. Of course it is a year late, but I've been perty bizzy. Warren, you don't know how much we admire the sturdy and enterprisin Amercans. We wear Regal shoes and use Royal Baking powder in the kitchen, and when we confer the order of the Bath, we use nothin but Ivory, in honor of your noble Congers. But about this here corn Beef. We ordered it Warren and we didn't get it. It amounts to a matter of 34 pun, 4 Bob and a tuppence. We'll say nothing about the tuppence, but please remit balance to-day, and don't skin us on the exchange. Yours trooly

George, Wrecks.

When he not get any reply he did not fly to anger 'd order seven dred nots to bum bard Washton 's would anciently have been done. He simply sue for full amount in court of justice of the peace and send constable to white house insted of a general. So when det of england are paid to Union States amountin to seventeen billion dollars, there will appear a deduction item of 34 pun, 4 Bob and a tuppence, compensashun for corn beef which fail to rive.

O temperance, O Morals, as the poet says. Richard Cure the Lion or All over Crum Well would not have done it, but King George Five he say, "If we get judgment we can hold out the amount, and even if we lose the case we have give the world warnin that the dignerty of england shall not be assailed. Check up them orders for cavvar, French wines and spaghetti and sue evver darn one of 'em if they don't deliver."

Well, we are all breathin easier now that Hon. Babe Ruth's sallery is settled and he gets 75,000$ for the hard work of playin ball two hours five days out of the week for six months, with privilege of vaudeville, moshun picters and sindicate noosepaper ritin. Lot of us was worried for feer he would have to axcept miserable pitiance of 25 or thirty thousand and be redoose to povverty. I bet when he see Judge Land Us he say, "Laugh now, you $50,000 pawper."

He also gets bonus of 500$ evver time he knock a homish run. Frend say to me, "Are it not strange state of mind. Grand stand seats use to be 75 cents. Now on count of normus salleries they cost dollar and quarter. People make no kick on extry 50 cents to pay base ball bonus but raise roar on 3 per cent tax to pay soldier bonus."

"Yes," I prate stupidly, "But base ball magnets are innerpennent. They put on tax and say to public, "If you don't like it, go set on it," but cautious congersman are not in favor of any tax that affeck his constichuants, but loudly in favor of any other kind."

Some how taxes are never poplar.

Hopin you are the same

TOKORIMO SHAN.

P. S.—I see where Chicago judge have sentence man to take his wife reglar to see the movin pitchers. Again are Hon. Constytushion disregarded by ignerent court. It expressly forbid crool and unusual punishment.

Obituary

FRANK A. MENNE

FRANK A. MENNE, manager of The Frank A. Menne Factory of the National Candy Co., Louisville, Ky., died at his home in that city on February 14th, aged 64, the information reaching us too late for mention in our last issue. The deceased was born in Louisville in 1858, and received his education in the parochial schools and St. Xavier's College. When about twenty years of age he embarked in the candy business and continued in this line of activity up to the time of his becoming afflicted with sickness. He is survived by his widow and three daughters. The deceased was active in the affairs of the National Confectioners' Association, serving on the Executive Committee, 1902-1905, during the administration of Presidents Jos. J. Matchett and A. W. Paris, and again for the term 1919 to 1921 under the administration of Presidents Paul F. Beich and A. S. Colebrook.

Skeptical Youth

BISHOP Hughes, of Boston, said at a luncheon: "Youth is pagan and fearless and skeptical. Let me tell you a story.

"Three little children came home from a Christmas party with some highly colored candy toys.

"'Oh, my gracious,' their mother said, 'you mustn't eat those things. The color in them might poison you. Little children have died after eating such dangerous trash!'

"And then the mother put the brilliant candies on a high shelf in a closet out of reach—out of reach, that is, in her opinion.

"The next morning very early she saw her youngest child, a tiny tot of a girl, hurrying down the passage in her nightdress.

"'Well, Tilly, dear, where are you hurrying to?' she said.

"'I'm going to see if Johnny and Tom are dead yet,' said little Tilly. 'I'm not.'"

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COST ACCOUNTING

ITS PURPOSE, USE, AND INDUSTRY'S NEED FOR IT

COLONEL Arison of Arison, Goodwin and Associates was one of the interesting speakers at the recent convention of the Midland Club, having as his topic the matter of cost accounting. His address received the undivided attention of all. After a few preliminary remarks the Colonel went on to say:

"Great strides have been made in costs accounting methods and uses during recent years; so much so in fact, that the average business man has found it practically impossible to keep closely in touch with the many developments and is therefore greatly unaware of the many pitfalls of modern business complexity that have had their part in the development and importance which this phase of business activity has assumed.

And, therefore, he is, too, not thoroughly aware of the tremendous help a properly devised and conducted costs system can be to him, particularly during the stressful conditions of the present or any other period of business depression.

In the consideration of Costs Accounting, there are several underlying thoughts that the business man must keep in mind:

1st. That the best thought of successful business men today is that figures do not have their principal use as a basis for selling prices.

2nd. That there is no definite relation between cost and selling price.

3rd. That a cost system must be primarily and fundamentally sound in principle and practicability.

4th. That the business man must be thoroughly trained in and to its proper use.

5th. That costs are only alive and of value prior to, during and until the completion of the work with which they are concerned and only of value and service as they are utilized to conserve the margin of profit a Price is contemplated to provide.

6th, and lastly. That what you really need, you pay for, whether you get it or not; because it costs more to do without a thing you need and ought to have than it does to pay for it, have it and use it.

Time saving and labor saving is what you as business men want. Time and labor saving, expressed in figures, shows how much you want it.

We all like to see the wheels of industry moving freely but, to quote L. K. Sherman, in "The Weather Vein," a house organ of the Carrier Engineering Co:

"Ever think of this?"

I hate to be a kicker,
I generally stand for peace,
But the wheel that does the squeaking
Is the wheel that gets the grease!"

We might then liken a properly founded costs method to a squeak detector, and the grease to the attention an organization always gives to the problem that "squeaks" the loudest in their operation.

This is the sound, practical value that is given to a sound costs method, and as indicated by the first thought I submitted herewith for your consideration, a greater use than as a price basis.

A wide spread misconception exists that the principal basis for costs knowledge is that they may be used as a lever with which to boost prices.

Their real and principal value lies in determining if you can make, and assisting you in making the profit you are reasonably entitled to in the price

TABLE FOR FIGURING NET PROFITS

If your cost of doing business figured on sales is represented by one of these figures

And you mark your goods at one of these percentages above delivered cost.	10%	11%	12%	13%	14%	15%	16%	17%	18%	19%	20%	21%	22%	23%	24%	25%
25	10	9	8	7	6	5	4	3	2	1	00	1 Loss	2 Loss	3 Loss	4 Loss	5 Loss
33⅓	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1	00
40	18⅞	17⅞	16⅞	15⅞	14⅞	13⅞	12⅞	11⅞	10⅞	9⅞	8⅞	7⅞	6⅞	5⅞	4⅞	3⅞
50	23⅓	22⅓	21⅓	20⅓	19⅓	18⅓	17⅓	16⅓	15⅓	14⅓	13⅓	12⅓	11⅓	10⅓	9⅓	8⅓
60	27½	26½	25½	24½	23½	22½	21½	20½	19½	18½	17½	16½	15½	14½	13½	12½
75	32⅝	31⅝	30⅝	29⅝	28⅝	27⅝	26⅝	25⅝	24⅝	23⅝	22⅝	21⅝	20⅝	19⅝	18⅝	17⅝
100	40	39	38	37	36	35	34	33	32	31	30	29	28	27	26	25

Your percentage of net profit is represented by the figure at the junction of the two columns

Explanation—If your cost of doing business is 15 per cent of your gross sales and you mark a line at 25 per cent above cost, your net profit is 5 per cent on sales—as shown in the diagram. If your cost of doing business is 18 per cent and you mark a line at 60 per cent above cost, your net profit is 19½ per cent on sales.

COURTESY OF BUTLER BROS.

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which conditions, your competitors and the public impose upon you.

If you are a practical 100% effective in your operation, if, for instance, you make every $1 of expenditure return to you $1.25 of price, or 25% profit, you have no need to worry about knowing your costs; but if every $1 of price return to you costs $1.25 your knowledge of your costs is not of great value.

The important element of operation is to have definitely determined standards of performance, and a measure for comparing current actual performance with those standards to determine your business effectiveness.

And, it is in this field, of assisting primarily in determining and later in currently measuring and revising these standards in accordance with actual performance, and in instituting and maintaining a continual current striving toward the record set, that lies the true value and purpose of costs.

To lend a facetious turn to illustrating the wide possibilities of this striving after a standard I might relate a little story from Puck:

A young man was out to accomplish a record time in covering a certain speedway and finally doing so, related it as follows:

"I was out over the speedway today, and in 30 seconds I did a mile in four laps."

His friend responding said: "Why that's nothing, I know a young lady who did thirty miles in one lap, and she would have done better than that, if I hadn't got a cramp in my knees."

But to return to the more serious phase of the subject, as expressed in my 6th thought, that what you need you pay for whether you get it or not, in its application to undertaking the expense of securing this costs information.

We find that too many business men view the situation as did the colored chap Washington.

His friend Rastus, reading the paper, looked up suddenly and said:—"Niggeh, it say heah dat in de kentry ob Sumatry a man kin git him a wife foah Foah Dollars!

"Good Lor', niggeh! Foah Dollahs!" exploded Washington, whose wife diligently supported the family by taking in washing, "Ef a niggeh's done got foah dollahs, he doan need no wife."

A great many of our business men seem to feel that if they had the amount of the fee we, of necessity to our existence must have to furnish the service required, they wouldn't need any cost system.

They also seem to fail to recognize that this form of expenditure is not a current cost of operation, but an investment that will pay for itself many times over, and has also frequently been known to pay for itself while it was being installed, which no other piece of equipment they may have installed has done.

But to illustrate graphically the thought expressed to you as paying "through the nose," as the expression goes, for the lack of executive courage to pay to prevent, it is a well established fact that unstandardized operation as compared with standardized operation is usually below, and seldom above 66 2/3% of what is practically possible with the same plant, equipment and force.

Next, assume a costs system or method that may be installed at a cost of not to exceed $1,000 first cost, and possibly $250 per month maintenance.

This would mean for the first year an expenditure of $4,000.

But, again, assume a payroll alone for even as low as 25 employees, amounting approximately to about $40,000 in your industry, annually.

By the installation and intelligent use of a sound costs plan, an increased efficiency in this force of 10% would be an easy task. This alone would mean an economy of $,4000, which would either be saved or applied to accomplishing a greater output.

Also this would represent, in one year's time, the return of the first cost plus its maintenance cost, and in succeeding years 100% profit on the investment. Properly conserved, this return could be

TABLE FOR FINDING THE SELLING PRICE OF ANY ARTICLE

NET PER CENT PROFIT DESIRED

COST TO DO BUSINESS	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	20	25	30	35	40	50
15%	84	83	82	81	80	79	78	77	76	75	74	73	72	71	70	65	60	55	50	45	35
16%	83	82	81	80	79	78	77	76	75	74	73	72	71	70	69	64	59	54	49	44	34
17%	82	81	80	79	78	77	76	75	74	73	72	71	70	69	68	63	58	53	48	43	33
18%	81	80	79	78	77	76	75	74	73	72	71	70	69	68	67	62	57	52	47	42	32
19%	80	79	78	77	76	75	74	73	72	71	70	69	68	67	66	61	56	51	46	41	31
20%	79	78	77	76	75	74	73	72	71	70	69	68	67	66	65	60	55	50	45	40	30
21%	78	77	76	75	74	73	72	71	70	69	68	67	66	65	64	59	54	49	44	39	29
22%	77	76	75	74	73	72	71	70	69	68	67	66	65	64	63	58	53	48	43	38	28
23%	76	75	74	73	72	71	70	69	68	67	66	65	64	63	62	57	52	47	42	37	27
24%	75	74	73	72	71	70	69	68	67	66	65	64	63	62	61	56	51	46	41	36	26
25%	74	73	72	71	70	69	68	67	66	65	64	63	62	61	60	55	50	45	40	35	25

COURTESY OF COST EDUCATIONAL ASSOCIATION

RULE

Divide the cost (invoice price with freight added) by the figure in the column of "net rate per cent profit desired" on the line with per cent it costs you to do business.

EXAMPLE

If a wagon cost . . $60.00
Freight 1.20
$61.20

You desire to make a net profit of . . 5 per cent

It costs you to do business 19 per cent

Take the figures in column 5 on line with 19 which is 76

76) 61.2000 ($80.52—the selling price
608
400
380
200
152

The percentage of cost of doing business and profit are figured on selling price.

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continued, and probably increased in each year's operation, giving you an investment with a very high rate of return.

And, we have, in the example, merely considered direct labor.

As to overhead, I will give a few real examples of accomplishment, quoted from your industry, in a comparison of burden rates per hour.

The average of a western group, after costs installing was, in departments:

Hard Candy	$0.39
Cream	.38
Pack	.40
Enrober	.55
Dip	.29
Fancy Pack	.18

No. 1 Plant before installation:

Hard Candy	$0.70
Cream	1.14
Pack	.53
Enrober	.96
Dip	.18
Fancy Pack	.21

Same Plant after installation:

Hard Candy	$0.42
Cream	.54
Pack	.26
Enrobe	.44
Dip	.17
Fancy Pack	.38

No. 3 Plant after installation:

Hard Candy	$0.195
Cream	.33
Pack	.23
Enrober	
Dip	.21
Fancy Pack	.11

No. 4 Plant after installation:

Hard Candy	$0.29
Cream	.30
Pack	.27
Enrober	.22
Dip	.22
Fancy Pack	.13

No. 5 Plant after installation:

Hard Candy	$0.73
Cream	.42
Pack	.61
Enrober	
Dip	
Fancy Pack	.10

No. 6 Plant after installation:

Hard Candy	$0.39
Cream	.47
Pack	.60
Enrober	.55
Dip	.32
Fancy Pack	.65

Taking another plant, the application of a sound costs method developed the following comparison of overhead rates per hour.

In April, before installation:

Dept. 1.	$0.50
Dept. 2.	.39
Dept. 3.	.49
Dept. 4.	.48
Dept. 5.	.72
Dept. 6.	.52
Dept. 7.	.79
Dept. 8.	.45

In May, during installation:

Dept. 1.	$0.49
Dept. 2.	.51
Dept. 3.	.39
Dept. 4.	.47
Dept. 5.	.65
Dept. 6.	.44
Dept. 7.	.47
Dept. 8.	.28

In June, after installation:

Dept. 1.	$0.28
Dept. 2.	.30
Dept. 3.	.31
Dept. 4.	.35
Dept. 5.	.35
Dept. 6.	.26
Dept. 7.	.19
Dept. 8.	.30

The improvement was due to the accurate current knowledge available as to costs and the consequent intelligent remedial action taken.

In other words more "Squeaks" in the wheels were uncovered and located, and the necessary "Grease" was applied to eliminate the wasteful friction.

Another important element that lends itself to greater productivity where properly controlled through standards with costs register on performance, is the material item.

Summing up, the possibilities of economies in the average industry, found by actual accomplishment to be possible, may be outlined as:

On materials	from 3 to 5%
On supplies	from 10 to 20%
On labor	from 20 to 50%

So, it is readily seen where money invested in a Costs method that will pay dividends, may readily and quickly, not alone return the first investment but become a continuous income producer, and even make desirable expansion possible when needed without the usual heavy investment cost in plant and equipment.

With a fundamentally sound costs method acting as the pulse of your business, you may at all times know its exact state of health and condition, and may apply the desired remedies to its sustenance.

And, even in these times of stress, if disaster comes, it would then only come after everything possible for the business had been done. In such

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an extreme case, the manufacturer would at least have the same melancholy satisfaction that Sambo, the conscript soldier had, when on board ship, he was issued his first pair of hobnail boots.

Sambo looked them over carefully, then remarked: Well, Niggeh, dere's one thing suah, ef you falls overboard yo' suttingly will go down at 'tenshun.

From 25 years of industrial engineering experience where costs were the barometer of accomplishment, I might go on and on quoting typical instances of economical accomplishment, but the big thought I wish to leave with you is this:

We are in the usual recurrent period that has followed all wars in business history, where a downward Price trend tends always to meet a constantly upward trending in costs, and unless intelligent knowledge of costs is had, and is had on some fundamentally common basis that will tend to intelligently curb those seem to delight to intrigue ignorantly with Price, the Profit margin between cost and Price will have two imponderable and one mischievous force working against it and may easily have its very life snuffed out, with consequent business failure for the misguided who will not listen and will not learn.

And, moreover, one failure cannot occur in any industry without affecting all others at least to a degree, which thus creates the common purpose that should align them together in all measures that may be preventive of such calamities.

Therefore, get together, secure the necessary trained counsel and assistance to determine standards and have methods that will determine costs on some uniform basis for the industry, then bend the energies, thought, study, scheming and effort that have hitherto been devoted to Price to Costs reductions. If your time and thought actually have any effect on Price you become legally responsible to the Law, and in fact the Price is fixed by laws of supply and demand outside your individual control, by your own and your operating, and your competitors conditions, and by the workings of economic balances.

Costs are wholly within your control, and through their reduction you may render your products available to a greater number of people, at a less price or cost to them, with a greater earning to both worker and owner, and thus be working constructively to meet an imposed condition of dropping prices and mounting costs.

Prices won't need price cutters for some time to bring them down, demand will attend to that. Costs do need costs cutters, and they will need the many working to a common end, with a common purpose in a uniform way.

Let's have more costs competition and less price debates. More constructive accomplishment on Costs—less destructive waste of time on prices."

Princess Mary's Wedding Cake

Dear Mr. Editor: Feb. 24th, 1922.

Although not having the pleasure of knowing you personally I have very pleasant recollections of knowing the Editor during the Centennial year at the Philadelphia Exhibition and that is a very, very long time ago, but we spent many very pleasurable times together with a lot in common.

I am glad my Firm still continues to take *The Journal* and it is run on quite the same ideals as then, but of course grown and grown like your wonderful country.



I am sending you by post a slice of Wedding Cake cut from the cake supplied by my firm for Princess Mary and sent this week to Buckingham Palace.

I dare say it will interest you. I think Royalty will have altogether about 8 cakes, the photos no doubt you will see in our trade journals.

I shall try and get some of my friends in England to go, all being well, to the convention in Chicago in May next.

With kind regards, I am,

Yours truly,

T. STEVENS.

THOS. STEVENS, CONFECTIONER, LIMITED.
134 & 136 QUEEN ST.
CARDIFF.

THE best salesman is not necessarily he who sells the customer the most goods. It may be he who sells the least goods, but who creates the greatest satisfaction in the buyer.

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The Stroller

ANSWERS TO CORRESPONDENTS

I'VE gone and set aside this month to answer a lot of letters from my enormous correspondence. You fellows seem to think, and of course you're right in it, that I know everything in heaven and earth. I admit that, sure I do, but at the same time I ask myself, if I know everything in heaven and earth, why in thunder ain't I paying any income tax?

Well, all right, let's go:

Dear Stroller:

Please let me have your ideas on how to attract the trade of more men. I do a fair business with women, but I believe that the men could be induced to buy more candy, and as I have the best store in the place, I ought to get the business if I can start it. Please advise.

E. F. R.

Well, old friend E. F. R., let's see. I've had a scheme in the back of my head for a good bit, but I ain't ever give it to anybody yet. Maybe you wouldn't like it. It's to make the clerks wear tights in the store. Now—wait a minute, there ain't anything wrong with that at all. You put a good pair of tights on a girl and she'll have a whole lot more clothes on than a lot of 'em do now. Be decenter, too, if you ask me.

Now would making the clerks wear tights get more men's trade? I can only judge by myself; it would get mine all right. Of course it would depend a good bit on the sort of clerks they were. You take a little peach about 21 years old and let her wear 'em, and I can see your old friend getting an awful thirst for candy—I might even get so I'd live on it. But if she was 53 years old, I dunno, that would be different.

Talk this over with your pastor, E. F. R., and do the best you can.

Friend Stroller:

I have had an argument with my wife as to what kind of clothes a business man in my line ought to wear in the store. I am constantly on the job, in the store all day, and though I rarely wait on trade, I am on the floor and see that each customer receives the proper attention. She wishes me to wear something near formal, while I think I could wear anything so long as it is neat and clean. R. O. T.

Well, Brother Rot, ahem. I should say the following uniform should do for a man who is constantly on the floor of his store, meeting the people as they come in, and looking after 'em (the big idea of this suit is modesty).

One pair of pants, about twice as wide as usual and coming six inches below the shoes, so as to be turrible modest.

One weskit, without soup tails and showing practically no shirt.

One Prince Albert coat, coming down to the shoe tops so as to be as modest as the pants.

One pair of high laced shoes, with elastics in the side and snugly laced all the way up. High rubbers should always be worn with these in the store, so as to keep as much covered as you can.

One pair of red or green mittens, in order to keep the hands covered up as much as possible. In order to be always sure you got these with you, you can tie 'em together with a nice string and run it up around the back of your neck.

One neat lace cap with three tabs behind and fastened to the hair with a pin. Or if you aint got hair, you can use a couple of tacks.

Some dressmakers would think a veil ought to go with this, but I don't think so, for listen here, how can you spit through a veil? I don't know whether you chews the good old weed, brother Rot, but I'll give you the benefit of the doubt and say you do. I can't see a veil and good old fine cut living in the same store.

When you get this uniform all on, do me a favor, win you, old hoss? Have your picture took and send it in so I can print it for the other boys!

Dear Stroller:

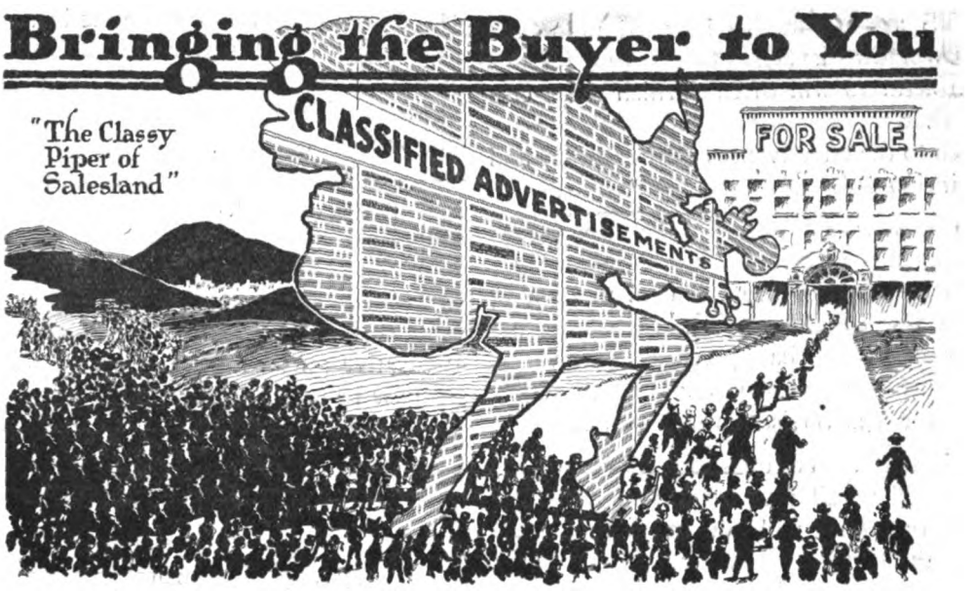
I wish to get up a slogan to describe my store, to use in all my advertising and on my window. Something that everybody will notice. Can you suggest something? N. G.

Yes, I can, N. G. I been in your store, my boy. I'm that salesman that you said to your manager last Wednesday, "Get that fat pest out of here, will you? I don't want to see *him.*" I been in your store before, too. I been in last summer, and judging by what I saw then, I'd call your store "The Fly Trap."

THE STROLLER.

THOUSANDS of motherless little chicks will die, as usual, to make an Easter holiday, while the preachers are telling their flocks that the Lord takes heed of the fallen sparrow.

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What have you—that you do not want?

If it is Material—Stock—Equipment—Business—Property—something that you have outgrown, not used, or found unsuited to your business—you can depend that somewhere, someone is looking for that very thing.

Your only problem is to get in touch with that someone and this problem vanishes when you use the "For Sale" department of the Classified Advertising Pages of Confectioners Journal.

For a very small cost you can insert a "For Sale" advertisement in these pages, which will bring the prospective buyer's inquiry to you. The Confectioners Journal has many thousand candy men as readers.

Look about your establishment. See what you have which is no longer useful to you—but which someone will value—and turn it into *profit dollars.*

Confectioners Journal "For Sale" Classified Ads will serve equally well the men who desire to buy or sell.

Interesting examples of Classified advertisements are found on pages 143 to 147 of this issue.



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Selling Goods by Displaying Them

INCREASING SHOW WINDOW PROFITS

CUT-OUTS are coming to be used more and more in window displays. One reason for this is that manufacturers will often furnish these cut-outs free of charge. Another is that cut-outs often add very much to the effectiveness of the display and in that way increase the show window profits.

These cut-outs would probably be used much more than they are if lithographed cut-outs were not as expensive as they are. The man owning only one or a few confectionery stores cannot afford to spend the money that special cut-outs would cost. No manufacturer can be expected to supply cut-outs that do not advertise his own goods.

Though lithographed cut-outs may be out of the question it is still possible to make at a very low cost many cut-outs that will add much to the effectiveness of the display. There are two ways of going about it. One requires the ability to make sketches and the other does not.

Suppose we want a cut-out of a motor truck to form part of the display. This truck is to be loaded with boxes of candy to impress those who look at the display with the volume of business that is being done.

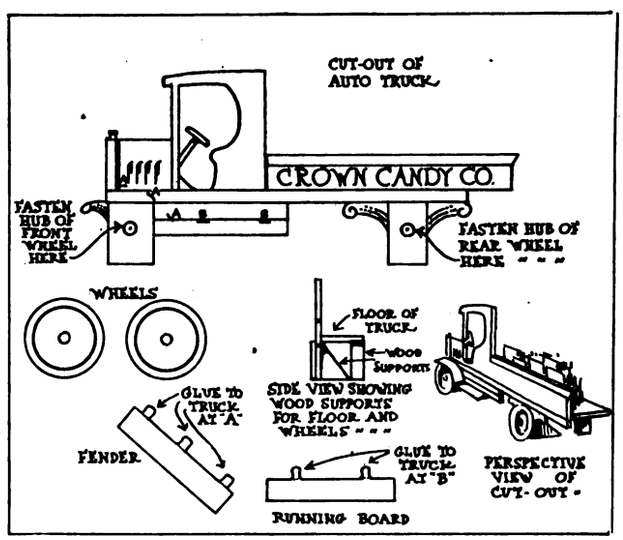
Some sheets of corrugated card board such as is used in photograph mailing envelopes is secured. These sheets must be large enough in size for the purpose. Next an outline of a truck is drawn upon one of these sheets and with a small bladed but very sharp knife the truck is cut out along the drawn lines. Other portions of the truck which must be shown are also cut in the same manner from the sheets and the parts fitted together to form a truck. With some small pieces of wood and some glue it is an easy matter to do this.

If it is desired to give the truck a more realistic appearance it may be painted with water color paints, or with an air brush. To do this work requires some ability as an artist yet it is not a job that requires the greatest technique. If there is no one in the store who can do it a show card writer may be able to do the work.

A little wooden platform can be built to support the boxes to be shown in the body of the truck so that the card-board will not be called upon to carry any weight. There are a great many cut-outs that can be made in this manner. The simpler they are, of course, the easier and cheaper it is to make them. A cut-out of a house or a building can be made very easily in this manner. If the opening for the windows are cut out and the space covered with red tissue paper upon which strips of heavier paper of the proper color have been pasted to represent the window sash the cut-out takes on a greater appearance of reality. If a light is placed back of it at night it becomes still more effective.

Everyone, however, is not able to make the outline drawings that are the first step in making such cut-outs. Yet everyone can make very satisfactory cut-outs.

The concerns making decorative paper have special paper for the different holidays. Around Christmas time it is possible to buy large pictures of Santa Claus printed on thin paper ready to use in a window display. For other holidays there are suitable pictures. These pictures are designed for decorative purposes and often they will serve their purpose better if made into cut-outs.



This shows how a cut-out can be made of a motor truck. Corrugated cardboard re-enforced where needed with a backing of wood is the material used. Many other cut-outs may be made by merely mounting suitable pictures upon board and cutting them out. A cut-out is usually more effective than a picture because the outline as well as the picture serves to attract attention.

All that is necessary to make a cut-out with these pictures as a base is to mount the pictures upon the carboard and cut them out. If mounted with paste and no paper is pasted upon the other side of the board there is danger that the moisture will cause the board to warp. For this reason it is well to mount them with rubber cement which will not cause warping. Rub the rubber cement on the back of the picture and then press the picture upon the board and after placing a few sheets of paper over it rub or roll with a roller until every wrinkle is out and the picture lies smooth and flat. After the cement is thoroughly dry cut-out with a very sharp knife.

A support of the cut-out may be provided by fastening a wooden box to the back either by means of tacks or glue. Such a cut-out as this is quickly and easily made and presents a pleasing appearance.

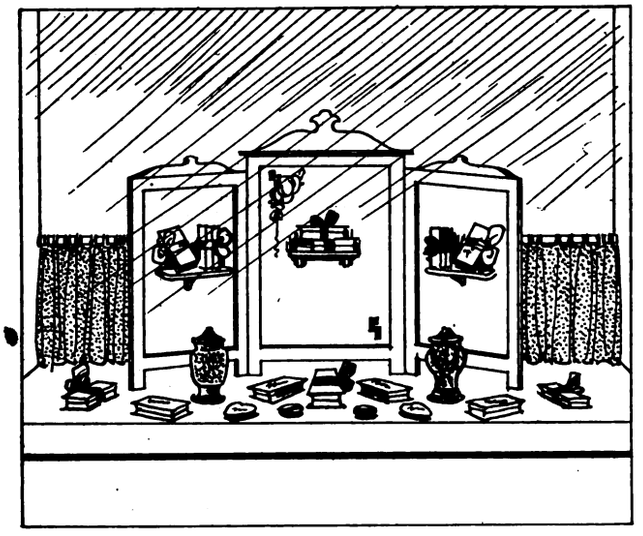
If it is desired composition board may be used in-

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stead of the corrugated cardboard but, it will be harder to cut, usually requiring the use of a saw. This means more work and more time in making the cut-out and if it is not going to be used for a very long time or in more than one window will not give much better results.

The corrugated cardboard can be purchased in as large sheets as will ordinarily be needed. If it cannot be secured readily then one can always fall back upon composition board for every lumber dealer and some other dealers are now handling this product.

The proper saw to use in cutting this composition board when it is being used to make a cut-out is a hand scroll saw, that is a saw with such



Screens like this one are easily and cheaply constructed and can be used either in the window or in the store. If desired the shelves may be removed and the panels used for mounting pictures or for any other purpose.

a small thin blade that it can be turned in any direction while still in the cut. The board can be roughly cut with a large fine tooth saw and then the scroll saw used for cutting along the outline of the picture. This saw will leave such a smooth cut that if the job is well done no smoothing up will be needed afterwards. All saws, however, will have to be very sharp so that the paper mounted upon the board will not be torn in case there happens to be a portion not properly stuck down.

Paneled screens are very useful in making displays. Perhaps they serve their purpose even better in store displays than in window displays. A display made near the rear of the store and backed by an attractive screen is going to attract a great deal more attention than one made without such a screen for a background. If this display is of the same goods shown in the window the inside display will help make the window display sell more goods.

A screen in the window, however, often makes the difference between a display that attracts attention and one that does not. It is not hard to make suitable screens. Anyone at all handy with tools can easily do the job or a carpenter or cabinet maker may be called upon for part of it if desired.

The first step is to make a drawing to scale of the screen to be made. By doing this one can see in advance just how it is going to look. If the width and the height of the panel of the screen is in the ratio of three to five the dimensions will be pleasing.

The frame of the panel can be made out of soft easily worked wood. Stock two inches by seven eights of an inch will serve the purpose. Cut the upright pieces eight or ten inches longer than the length of the long side of the panel is to be. The lower cross piece should be a few inches above the floor. The cross pieces must be carefully jointed to the uprights and glued and perhaps nailed from the back in place. It is possible by smoothing and squaring the ends of the cross pieces to make serviceable joints by using corrugated steel fasteners which are driven into both the cross piece and the upright at the same time. This joint however is not as satisfactory as a joint made in the wood with a chisel. On the top of the frame there will be needed some decorative piece. Sometimes what is wanted may be secured from an old piece of furniture and sometimes it must be made. Any good carpenter should be able to make what is wanted. If he can't a cabinet maker can.

After the frame is made paint it before putting in the panel. The color of the frame should be darker than that of the panel. The panel can be made of a piece of composition board such as "Beaver Board." Cut it the proper size and paint the front of it. After both the frame and the panel are thoroughly dry nail the panel on the back of the frame with short nails or with tacks.

The object of painting both the frame and the panel before putting them together is that it is much easier to do a job that makes a presentable appearance. If the panel is nailed to the frame before either is painted it is going to be hard to keep the paint off the panel when painting the frame and off the frame when painting the panel. There is also a likelihood that portions of each will not be well painted, especially in the corners between panel and frame. When they are painted separately it is an easy matter to give each a good coat of paint.

If the same general plan is followed in making a number of panel screens any number desired may be fastened together by means of small brass hooks and eyes fastened to the back and a screen can thus be made up of smaller or larger size. Small shelves may be fastened to the panels if desired on which candy may be displayed or paper decorations may be mounted upon them. Used blank they serve as a good background against which to build the display. The main advantage of these screens lies in the fact that with them it is possible to change the background appearance with every display.

SOME ads, like circus bands, are at their best at long distance.

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The Proposed New Standards for Cocoa Products

HERBERT A. SCHWARZ

OBVIOUS shortcomings of the present standards for cocoa products caused the Bureau of Chemistry of the Department of Agriculture to undertake extensive research, with a view of revising and improving the standards. On the conclusion of this research, there were published last fall the proposed new standards. These differed radically from those now in effect.

The chief criticism levelled at the present standards was that they did not prevent an unscrupulous manufacturer from adulterating his output, whereas they often worked to the disadvantage of a manufacturer who was putting out a pure product. The most specific instance of this was found in the crude fiber standard which provided that the crude fiber should not exceed 3.5 per cent. on the "45 per cent. fat basis." An excess of crude fiber in cocoa products was attributed to the presence of shell matter. The crude fiber standard was designed to prevent the manufacturers from neglecting to remove shell matter from cocoa products.

Extensive research showed conclusively that cocoa products made from certain varieties of beans, frequently exceeded the crude fiber standard even when every particle of shell matter had been removed. On the other hand, there were frequent instances where it was possible to leave a considerable amount of shell matter in cocoa products without exceeding the 3.5 per cent. crude fiber standard, due to the fact that the nibs themselves were very low in crude fibre. After extensive research on the crude fiber and other phases of the chemistry of cocoa products, the changes tabulated below were proposed by the Department of Agriculture.

STANDARDS

	Present	As Proposed by Dept. of Agriculture
Fat Liquor:	45%	50%
Cocoa:	..	20%
Total Ash:	..	8.5% on moisture and fat free basis.
Water insol. ash:	3% on 45% fat basis	5.6% on moisture and fat free basis.
Acid insol. ash:		0.4% on moisture and fat free basis.
Crude fiber:	3.5% on 45% fat basis	fat free basis. 7% on moisture and fat free basis.
Sugar (for sweet cocoa):	60% maximum	60% maximum.
Milk solids:	12% whole milk solids	12% whole milk solids.
Shell matter:	Indefinite	4% on moisture and fat free basis.

When these standards were published, there naturally arose among the manufacturers difference of opinion as to their value. Several large plants conducting their own laboratories made extensive tests, and considerable research, especially designed to test out the validity of the proposed new standards was carried out by other laboratories.

At a public hearing held by the Department of Agriculture in Washington on January 12th, the proposed changes were thoroughly thrashed out. At this hearing, the consensus of opinion seemed to favor a fat standard for liquors of 48 per cent. This is somewhat below the average, most liquors showing a fat content of almost 53 per cent. However, seasonal variations in the beans could quite possibly bring the average fat content a great deal lower than 53 per cent.

With regard to a fat standard for cocoa, it is probable that a standard of 22 per cent. will be adopted. The meeting did realize the value of, and the demand for, a cocoa with a fat content less than 22 per cent. In view of this, it is a reasonable expectation that the sale of pure cocoa having less than 22 per cent. fat will be countenanced when it is stated on the label that the fat content is not less than 16 or 18 per cent., or whatever the case may be.

The proposed standard for total ash will probably be made official without any further change, while the same is true of the tolerances for water insoluble ash, hydrochloric acid in insoluble ash and sugar. The tolerances for ash will effectively curb the use of sweepings in the industry. The crude fiber standard, which constituted the chief topic of discussion, will unquestionably be adjusted to meet the needs of the situation. The tolerance of 7.25 per cent. for crude fiber on a moisture and fat free basis is in line with what may be expected.

At the hearing considerable analytical data was presented, showing that absolutely pure products occasionally had a crude fiber content running as high as 7.50 per cent. on the basis stipulated, although this was the exception rather than the rule.

In reaching its final decision, the Department will carefully weigh the evidence presented and establish a standard that will not work to the disadvantage of the manufacturer of pure products.

A liberal attitude on the part of the Department in the matter of crude fiber can be expected, particularly in view of the fact that the purity of cocoa products will most emphatically be safeguarded by a rigid insistence on a microscopic examination for shell matter. The proposed standards stipulate that the shell matter shall not exceed 4 per cent on a moisture and fat-free basis. As even traces of shell matter are discernible under the microscope, this

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standard will constitute a most effective safeguard. From the manufacturer's point of view, this standard means that as the broken nibs come from the fanners, not more than about 1.75 per cent. shell matter shall be carried along with them. The tolerance is unquestionably a most reasonable one, as an extensive research has shown conclusively that products of efficiently and carefully operated plants generally contain less shell matter than the figure mentioned above.

Lemon Oil Quality

W. G. UNGERER

ANY discussion of Lemon Oil should be based on a full and complete knowledge of all the factors which influence its production, quality and price.

Today, as in the past, by far the largest proportion of Lemon Oil comes from the region surrounding Messina, which city has a just claim to be regarded as the center of the lemon industry. Some Lemon Oil is produced in the more northern districts of Italy, while the production has been attempted in California. With regard to the California oil, however, our Department of Agriculture reports that the oil produced appears to be somewhat deficient in essential constituents, due possibly to the process used, since the "sponge" method of Sicily is inapplicable under American labor conditions.

Hand expression is essential if high-grade oil is to be obtained and in the important producing districts the "sponge" process still holds full sway. The worker with three strokes of a large knife removes most of the peel from the lemon in three sections which pass to another worker who presses out the oil by hand, absorbing it in an ordinary bath sponge, which gives the identifying name to the process. The sponge when saturated is squeezed into a container when the oil is carefully separated from the considerable quantity of water always present. The daily production of a worker is only about a pound and a half of oil. The pulp of the fruit serves as a source for citric acid.

A less used method producing oil of approximately similar quality is the "ecuelle" process, which is employed sometimes. The details vary, but the process essentially consists in puncturing the oil cells with spikes or small knives by rotating the fruit in a container in the walls of which the spikes are set.

Machines have been devised from time to time, but none have proved entirely satisfactory and machine-pressed oil is recognizably inferior. The same is true of distilled oil, the market for which is always limited, except for the purpose of stretching high-grade oil. While fresh, its aroma and flavor appears unimpaired but after storage, even for a short time, it develops a pronounced turpentine odor which is very apparent.

Even when we leave out of consideration the two last mentioned grades, as every user of lemon oil who desires quality must, there is still possible a considerable variation in flavor value between different grades of hand expressed oil.

Taking first the time factor it is generally agreed that other things being equal a freshly expressed oil is of better quality than one which has been stored for months or even years. Some authorities claim that there is no deterioration even after a term of years if the containers are completely filled and hermetically sealed and if no trace of water is left in the oil. However, most users believe that fresh oil is preferable for nearly all purposes. Another variation of quality, introduced by this fact, is due to the occasional practice of less reliable producers of mixing a proportion of old crop with that from the most recent pressings.

Still greater variation in quality may and does come from the selection of the fruit. Producers who value an established reputation are careful to select clean, firm lemons, ripe but not over-ripe, but it is not in reason to suppose that less fastidious individuals will always avoid the temptation to make use of inferior fruit. The use of even a few over-ripe and partially spoiled lemons can affect adversely the entire lot which their oil enters.

Even the time of the crop is not without its influence and November pressed oil is usually regarded as superior in flavor to that from March pressing even though the citral content may be somewhat lower.

Improper care of the sponges may easily ruin an otherwise perfect pressing. If these are allowed to stand over night without careful cleaning, they develop a pronounced musty odor which is readily imparted to the oil pressed during the following day. Failure to separate completely the acid juice likewise is seriously deleterious to the oil which is allowed to stand in contact with this juice, especially in a warm climate, undergoes chemical changes which injure its aroma and flavor and lowers citral content.

These factors and possibly others of less importance influence the quality of Oil Lemon and account for the variations which are noted in different grades of what is erroneously referred to as standard Lemon Oil.

Nothing can be further from the truth, therefore, than to suppose that because Oil Lemon is a staple product it should be bought on a price and not a quality basis.

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The points which have been brought out here are chiefly of interest to the buyer only as they assist him to recognize the differences which exist in lemon oils and enable him to purchase more intelligently. What he most desires is to be enabled to judge the quality of the oils offered him as accurately as possible.

Unfortunately chemical analyses which many naturally like to depend on are of only limited value. The chief importance of an analysis lies in the determination of the citral content which in a high grade oil may vary from 3.5 to 5.5 per cent. That this information is of value is unquestioned, but while a high percentage of citral is frequently a mark of good oil it sometimes happens that a Lemon Oil of low citral content may be of exceptional flavoring strength and quality, while a sophisticated oil may be made to contain as much citral as is desired. Moreover, analysis is of but little assistance in indicating the influence of the various factors affecting quality which we have just discussed.

This being so, the buyer must fall back on his own experience as an aromatician. The nose and palate tests, at which the analyst and purchasing agent look askance, will furnish the one safe criterion. Through intimate knowledge acquired by years of experience, the buyer is enabled to judge with assurance and to detect at once any faults which may exist in the oils under examination. Yet, after all, the chiefest certainty of satisfaction lies in the reputation of the producer backed and guaranteed by the reliability of the supply house.

The oil which attains the acme of perfection cannot be described by elaborate specifications. The best description is as follows:

> "A carefully selected virgin oil manufactured from perfectly sound, ripe fruit without any admixture of any sort for any purpose and possessing the full, fresh bouquet of well matured fruit."

Such is the oil which the conscientious dealer provides for his customers even though he does so at a great effort to himself and in the face of difficulties. Such an oil is not to be placed in the same classification with the ordinary grades of Lemon Oil, backed as they are by no particular guarantee either of exporter or importer and described only by the too indefinite term, Lemon Oil, U. S. P.

Just at the present time the interest of consumers is centered upon the current price and future prospects for Lemon Oil. There has been an abrupt change in the market conditions due largely to the rise in foreign exchange.

Another factor of considerable importance is the destruction of the California lemon crop by frost. While no mentionable amount of Lemon Oil is produced in California the failure of the crop there will increase the demand for Messina lemons and raise the price of the oil obtained from them. The bulk of the lemon oil of commerce is produced in the neighborhood of Messina with other districts of Sicily supplying nearly all the remainder. That the industry has remained so closely centralized is due to the fact that labor there is cheap and labor is the essential factor in the production of Lemon Oil.

What the future course of Lemon Oil will be it is always unsafe to predict but there is little risk in making the assertion that no product will ever sell for a long period below its cost of production.

Deductions as to the future course of Lemon Oil may be drawn from this.

Easter Eggs

CREAM EGGS

THERE are three different methods for making cream eggs, namely water mold eggs, hand made eggs, and eggs cast in starch. The cream for water mold eggs is made as follows: Place into a copper pan one hundred pounds of sugar, add about eleven quarts of water, also about four or five pounds of corn syrup, set the pan on the fire and stir until the sugar is dissolved, wash down the sides of the pan, cover with a large wooden cover and boil for about five minutes, remove the cover, place the thermometer into the boiling batch and cook to two hundred and forty degrees, add twenty pounds of corn syrup, let boil up well and pour out on wet marble, sprinkle a little cold water over the top and let cool, then turn into cream as usual. Have your molds ready soaked, drain and lay out on table or marble, always two halves opposite each other, run one half full of cream, drop a yolk in the center, then fill the other half and double up the mold, pressing down a little so that the egg is well shaped. When cooled off a little open the mold, and take out the eggs. Place the mold in water again and so on. One man with a good assistant can make a large quantity daily. For cocoanut eggs, use about nine pounds of desiccated cocoanuts for one hundred pounds of cream. Moist the cocoanuts a little before using them. Cream for casting in starch is made a little different. For one hundred pounds of sugar use thirty-two pounds of corn syrup, add five pounds at the beginning, and when the sugar is cooked to two hundred and forty-two add the twenty-seven pounds of corn syrup, just let boil up, pour on wet marble, sprinkle a little cold water over the top and finish like the rest. Make impressions of eggs in dry starch, melt some of the cream at slow heat until hot, add about eight pounds of prepared cream, marshmallow paste, or any other substance advertised for this purpose, to one hundred pounds of cream, and run out, while the helper places a cream yolk in the centre. When the egg halves are cold, remove them from the starch, brush them off well and put them on trays. Now fill another quantity of egg impressions with cream, and place

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one half with the yolk on top, but this operation has to be performed very carefully, otherwise some of the cream will escape on the side. Another and quicker way is to omit the yolks, and just double up two halves with hot cream, mixed with a little prepared cream or marshmallow paste. They are then ready for dipping in cream, coating with chocolate, or rolling in fine cocoanuts or in finely crushed nuts of any kind. For a better grade, the cream may be flavored with raspberry, strawberry and pineapple, either with fruit extract or with the pure fruit jam.

BROWN NOUGAT EGGS

A number of tin molds for nougat as well as for pure chocolate eggs are needed. First blanche some almonds, cut them into shreds the long way, and put them in the drying room. Now melt some dry sugar without water to a nice golden brown, add about the same weight of almonds, a small piece of butter, mix well and dump out on greased marble, roll out with greased rolling pin, cut into pieces and line some tin molds, cut off what is overlapping with shears or with a sharp knife, let cool then glaze inside with white glaze, let dry, put a few jelly eggs in one half, heat the rim of the other half on a tin and quickly double up. The joints can be hidden with an icing border or with a thin narrow strip of nougat.

Another fine egg is made of apricot jelly. Partly fill some starch impressions with jelly, cover one half with hot cream, and lay another half on top.

PURE CHOCOLATE EGGS

The tin molds are lined with stiff eating chocolate, about one-eighth or more thick and put quickly in the cold room. When ice cold and crisp, the shell is knocked out; before doubling them with chocolate liquor, a few sugar coated coriander seeds are put inside.

There are hollow grained sugar eggs, cordial eggs and others, but the above mentioned kinds are the most wanted. Clear sugar eggs are made in metal molds, run full and part of the liquid sugar is poured out again, and when partly cool, they are lifted out and put back again until hard enough to handle. Any candy maker with good taste can produce a nice variety of fine looking and good eating eggs, which will find a ready sale in the better class of stores throughout the country. Some candy makers say, that there is more profit in the Easter trade, than during the Christmas holidays, for the reason that most of the better eggs are home made and bring better prices.

THE only kind of a pull of value in getting business is the pull of a good advertisement.

THE results from an advertisement that is hidden away in an obscure corner of the newspaper will be as hard to find as the ad itself.

The Date

DATES are the fruit of a palm tree that flourishes in Africa, and this fruit is likely to become an abounding commodity. They make an excellent jam and are very nutritious and wholesome as a food for children, containing in their dried state as much as fifty-eight per cent. of sugar.

The date-palm flourishes in the hot regions of Africa and Central America, especially in the Brazils, where it grows to its fullest development. Vast forests of date palms are met in Guinea, lying between the Gambia and the Congo, and stretching away into the interior.

Like all other species of the palm tribe, it rises from the ground on a single stem, which is straight and flexible, often reaching a height of sixty feet or more. The fruit hangs in huge bunches, often weighing from twenty to thirty pounds. They are greenish before ripening, then they assume a golden color. They are delicious eating when freshly gathered and considered very wholesome, a feature that is not diminished by drying. The flesh consists of sugar in large proportion, nitrogenous matter, starch, mineral salts, etc., consequently Indians and Arabs alike use them as their principal food supply. From the fresh fruit a beautiful jelly can be prepared. The Arabs make a sort of flour out of the dried fruit, from which a substantial bread is manufactured, and this constitutes one of their staple food supplies. Green dates are not considered good to eat in large quantities.

As soon as the dates are ripe (about September) they are gathered in bunches and hung in sheds or under covers, where they finish ripening and dry. Towards the month of February they are ready to be packed for transit to Europe.

A very famous writer on foreign food production writes that the fruit is somewhat olive-shaped, containing a soft pulp, sweet, excellent and wholesome, and including a hard kernel. During the flowering season the Arabs tap the stem and draw from it from two to three pints of sap daily, which they call "lagmi," or palm milk. When this is fermented it produces a strong wine. Then, again, a paste, called "Adjoue," is made by the Arabs from crushed dates, and is used to make a sweet refreshing drink on a long march by dissolving a little in water.

HAVEN'T the profits of your business been less the past year because of little leaks that might have been stopped? Are you watching closely for little leaks?

YOUR advertising is a salesman that may reach everybody without offending them or becoming discouraged at turn-downs.

THERE is no "secret" of salesmanship. It is merely making the customer think as you do about the goods.

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Air Conditioning of Candy Factories

F. R. Ellis.

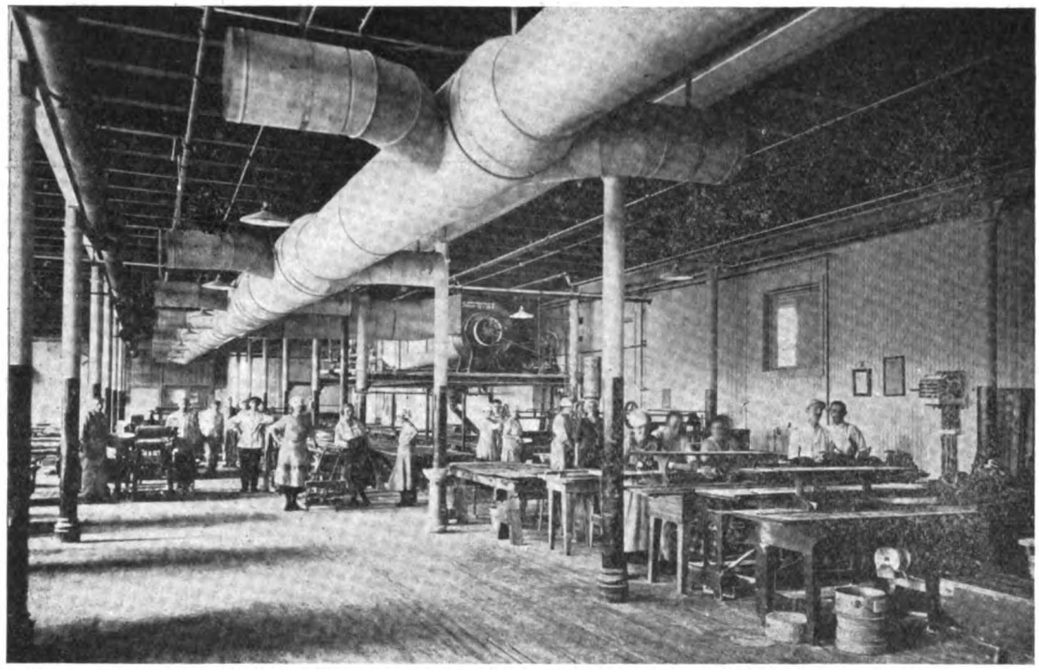
WHEN a production engineer studies the routing of a product in its various manufacturing operations he gives most thought to the elimination of unnecessary movements. He plans the arrangement of machines so that the product progresses from one machine to another with but as little time interval as possible. He must plan on the ultimate capacity desired and then find the limitation of the machinery and other factors so that the operation that requires the most time will be the governing factor and this operation will be worked out to produce the ultimate capacity desired. His next study will be to co-ordinate the other operations to that of the limiting operation. This is essential, for it would be of no gain to have the capacity of one operation sufficient to produce in one day an amount of material that it would require a week to go through some other operation.

In brief his ultimate aim is to have a minimum percentage of idle time both in machinery and labor. Idle machinery and idle labor do not earn money. Further, idle machinery costs money for it is occupying valuable floor space and its interest charges are operating day and night whether the machinery operates or not.

What does it gain the manufacturer, however, if he spends good money to have an economical production system, but does not make himself independent of some condition that may cause a complete shut down of his plant from one to several days. If his purchasing agent neglected to order a supply of raw material and forced a shut down until a supply arrived you would say it was bad management. If his production plans had not foreseen where the "neck of the bottle" was in his factory and most of his plant was twice the capacity of the operation that limited the ultimate capacity of the whole plant, you would say it was poor planning. What then are we to say if the manufacturer neglects the factor of weather in relation to his production?

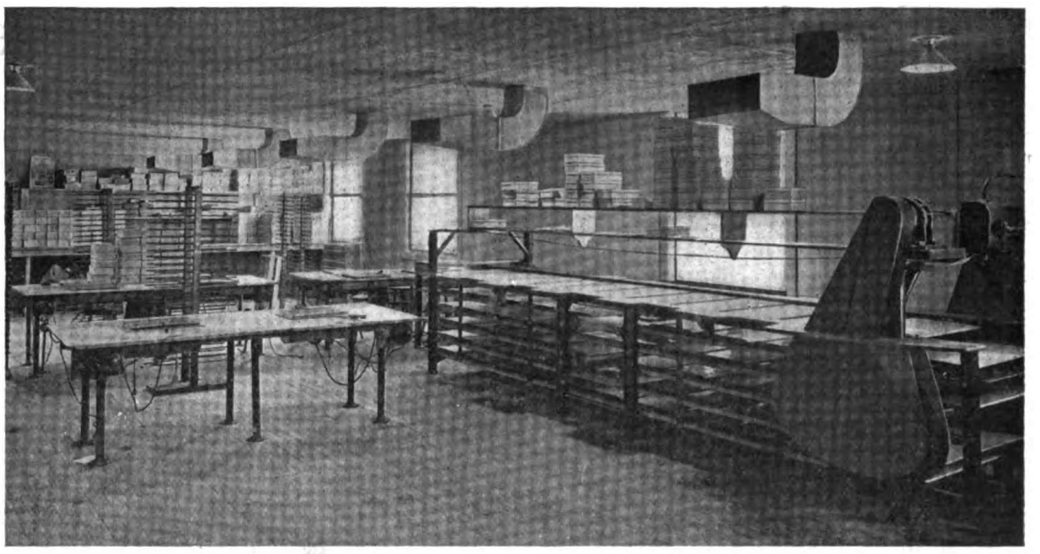
The control of air conditions in candy manufacture is now so well-known that the candy manufacturer can make himself independent of weather conditions. By taking advantage of air conditioning equipment the idle time factor, common to many candy factories, can be eliminated. For instance, many candy manufacturers do not make hard candy from late spring to fall. There are several months of idle machinery with an overtime schedule during the early winter. Seasonal operation is to be avoided when possible, and can be to a large extent in the manufacture of hard candy. There are numerous manufacturers who have made their production an all-year affair by the application of air conditioning.

One illustration of the value of air conditioning will suffice. A certain manufacturer of hard candy knows that his billings average $15,000.00 per day. When he does not operate his factory due to some forced shut down he knows that eventually his billings are going to be $15,000.00 less than they would have been if that day's shut down had not occurred. This manufacturer has for several years operated



Air Distributing Piping in Caramel Department Which Conditioned Air is Supplied.

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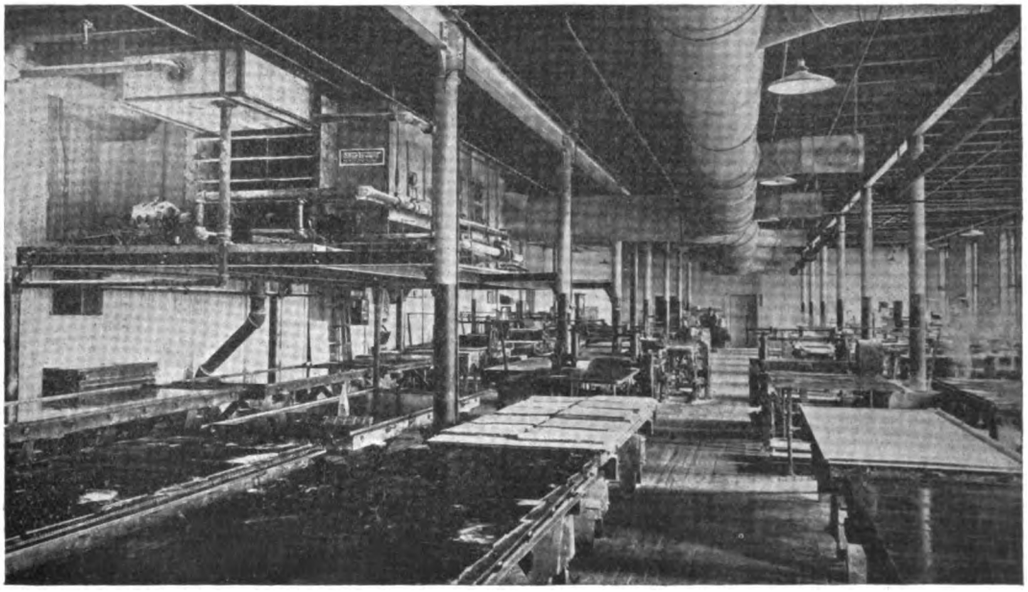
Typical Air Distributing System Using Concealed Ducts.

without a forced shut down due to weather conditions and he finds that his product shipped during the extreme summer weather reaches its destination in much better condition than previous to the installation of air conditioning equipment.

A few years ago this manufacturer shipped a carload of his product to the middle west during a time when the temperature and humidity were excessive. There were no rejections of this shipment when delivered, yet under similar weather conditions before the installation of air conditioning the shipment would not have been made, for it was certain that a large part of it would have been rejected. This shipment was made possible because the product was made in rooms under air control, packed in rooms under air control and stored in rooms under air control.

No one would think of operating a coating room during the summer months, not equipped with a cooling system. There is, however, quite a difference between a cooling system and an air conditioning system. A cooling system usually consists of brine or ammonia pipes, with drip trough, hung in the room. An air conditioning system means an apparatus that will produce a desired air condition in the space treated. The cooling system will reduce the temperature but it will not regulate the humidity. A high humidity always results with a reduction in temperature and high humidity is detrimental to the fine finish of most candy.

The air conditioning system uses air to cool the room and to accomplish this the air must enter the room at a temperature many degrees below the room temperature. In absorbing the heat radiating into the room the air temperature rises, and in so doing, the humidity is automatically lowered. The air con-



Typical Air Distributing System Showing Air Conditioning Apparatus Hung from Ceiling.

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ditioning engineer first determines the air conditions best suited for the product and from these he determines the temperature at which the air must be introduced to result in the proper humidity, and then the volume of air at that temperature that will absorb the heat, generated in the room and radiating into the room. The same equipment can be used to control the conditions in starch rooms, packing and storage rooms. The air conditioning equipment that furnishes cool dry air is of great value in the packing and storage rooms. It permits the surface of the candy to set in such a manner that the product is less affected by excessive temperature and humidity when later exposed to such conditions.

Air Conditioning equipment the same as that of other equipment costs money to operate; if improperly designed its cost of operation may offset the gain secured from it. The candy manufacturer should, therefore, employ air conditioning engineers who have specialized in the line for they will plan a system to produce the results with the lowest costs. They will design the system to take advantage of favorable weather conditions; they will choose equipment that will co-ordinate investment charges with operating charges.

Many manufacturers of candy products have made themselves independent of weather conditions. They have steady and uniform production with spoilage reduced to a minimum. It is evident that these manufacturers have a decided advantage over those whose plants are not equipped with apparatus to control the air conditions and are thus subject to the caprices of our climate.

Treating

"WON'T you step up an' jine us in a glass o' ginger pop, Si?" said Bill Grander, generously, to old Si Hayseed at the Crossroads store. "I just sold a six-weeks-old calf fer $9, an' don't mind being a little reckless. What do you say to a ginger pop?"

"Much obleeged, I'm sure, Bill," said Si, "but the fact is, ginger pop ruther goes to my head, an' I better let it alone."

"That so? Well, what do you say to a glass o' sody? Like to have you jine me in something."

"Well, Bill, sody sort o' stings my throat and makes me sneeze. But if you're bound to stand treat, you might get ginger pop for th' other boys and if its all the same to you, I'll take fi' cents wuth o' tenpenny nails. I come in to git a few fer a fence I got to fix, an' if you'd as soon I took the nails as a drink, I'm agreeable."

"All right, all right, Si. Anything to keep the baby quiet, as the sayin' is. Here, Mr. Storekeeper, you do Si up fi' cents' wuth o' nails an' take it out of this quarter!"

The Retail Confectioner

THE up-to-date candy maker of today is leader in his profession. The time is here. Opportunity is knocking at the door of the retail confectioner. Work on new ideas as well as old problems gets results. Buy the best raw materials obtainable. Make the finest finished products possible; figure costs; add a reasonable but not an exorbitant profit, then you will be surprised at the results.

The candy lover of today wants dainty, tempting goods. They also must have character. Here is a big seller at a low cost:

JETS, COMMONLY KNOWN AS BUTTER CREAMS

11 pounds white sugar.
1 pound corn syrup.
2 quarts light cream.
1 tablespoonful salt.

Cook to 241 F. Pour on clean marble, then cream into fondant. Roll in balls and dip in liquor chocolate.

NEW ORLEANS CREOLES, OR PRALINES

5 pounds white sugar.
1 pound brown sugar.
1 teaspoonful salt.

Cook to 238 or 239 F. Take off fire, then add 2½ pounds pecans. Spoon out as patties on oiled papers. Sell at 10 cents each.

OPERA CARAMELS

9 pounds white sugar.
2 quarts light cream.

Cook to 241 F. Pour on clean marble. Let set ten minutes, then work up into fondant. Take one-third of the batch, flavor with vanilla and roll out on white paper three-quarters of an inch thick. Take another one-third and roll out in the same way, cover top with walnuts. Take the last third of the batch and add ¼ pound of liquor chocolate melted. Roll out in same manner and mark with caramel cutter.

SCOTCH KISSES

6 pounds white sugar.
5 pounds corn syrup.
4 quarts cream.

Add cream slowly while cooking. Cook to 243 to 245 F. Take off the fire and dip in marshmallows. Lay on marble. When cool, wrap in wax paper.

HAYSTACKS

3½ pounds sugar.

Cook to 235 F. Take off fire and add 6 pounds fondant. When dissolved add 3 pounds shredded cocoanut and vanilla flavor. When mixed well, add

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the whites of 3 eggs, beaten stiff, and drop on wax paper with spoon. Then dip in liquor chocolate half way and lay on papers.

Haystacks are made in vanilla, chocolate and maple. Dip the vanilla in liquor chocolate, just half of the piece; also the maple.

A great many confectioners have difficulty in dropping cocoanut work on account of sticking to the fork and spoon. By adding the whipped egg you eliminate this trouble, as the candy will leave the spoon readily, and can be dropped very rapidly It also makes a much nicer eating piece of goods.

TO MAKE A LINE POPULAR

One way to make a line popular is to take, for instance, eight or ten kinds of chocolates that sell for sixty cents, a line that might be a dead one, and to have these sell, make one kind of the following:

COCOANUT FIG CARAMELS

Place in a pan 5 quarts of New Orleans molasses, 5 pounds of corn syrup, and ½ pound of hard fat. Boil to 250 F. Then place in another pail 3 pounds of figs. Soak in hot water fifteen minutes, then run through a grinder after pouring off water.

After the batch has boiled to 250 F., add 4 pounds shredded cocoanut. Then add lastly the 3 pounds of figs. Stir rapidly and pour on a greased marble. Spread out with palate knife the thickness of a caramel. Mark and cut up next day. Coat these in chocolate, place in a large tray in the window and mark these "Special for today only," say, at 49 cents.

Add this to your 60-cent line the next day. Do this for a short time, twice a week, and you will have up-to-date 60-cent sellers. People who get hold of them at the special price will come back.

Here is another piece that can be added.

CHERRY FUDGE

Six pounds of white sugar, 4 pounds of brown sugar, 2½ pounds of corn syrup, 2 quarts of evaporated milk, ½ pound of hard fat, 2 tablespoonfuls of salt. Cook to 240 F. Take off the fire and add 1 pound corn syrup and 3 pounds of chopped cherries. Let stand one-half hour, then start to grain by running spatula round sides of kettle. Then pour on heavy oiled paper. This paper must be laid on wood. Four hours after mark and break up in squares, and coat with chocolate. This can also be sold without coating.

Fudge should always be run on heavy paper laid on wood, and then it will not spot. By letting it stand a half-hour after cooking, it will have a nice gloss.

BONBON FORMULA

Put 10 pounds of white sugar in a pan, ¼ teaspoonful of cream of tartar, 3 pints of water. Wash down the sides of the pan. Cook to 246 F. Pour on cold-creamed marble well wet down on both bottom and top with water, and let stand till almost cold. Have ready in another pan the whites of 4 eggs, whipped stiff. Work up the batch and add gradually the eggs. When creamed up cover with a damp cloth. This cream should be smooth and very white. Put in double boiler, and melt very slowly for dipping fruit pieces and cherries.

FOR CENTERS OF ABOVE

Place in the pan 10 pounds of sugar, 2½ pounds of corn syrup, 3 pints of water. Wash down the sides of the pan. Cream on the marble. Cover with a damp cloth. Take part of this batch and roll up in little balls about the size of a marble, with pieces of nuts, fruits, dates, etc. This cream also can be run in starch forms. After the bonbon cream is melted in the double boiler, dip these pieces in with a fork, one at a time, and lay on paper. Different colors of bonbons can be made by adding color to the bonbon batch. Then take part of this (5 pound) batch and ½ pound of cocoanut, mix well and roll into little balls. Dip in the bonbon cream. This makes a most delicious cocoanut bonbon.

BETTER GOODS

The call is for better goods. The selling price is very easily regulated by the retailer confectioner. The people of today are educated to finer goods than ever before. The best candies that can be made are none too good. The people want them better and it is up to you to make them better. Raw materials don't count as far as price is concerned. Absolutely the best is what you must buy, regardless of price. The price of nuts is high and a great many retailers refuse to use them.

Here is a little circumstance that happened within ten days. A small batch of 3½ dozen of New Orleans Creoles was made from this formula: 5 pounds of white sugar, 1 pound of brown sugar, 1 teaspoonful of salt, cooked to 238 F., to which was added 2½ pounds of pecans. This made 3½ dozen patties that sold at 10 cents each. Of course, this looks expensive with pecans selling at 85, but pecan pieces can be used satisfactorily. The cost of the above batch is approximately $2.14, and 42 patties at 10 cents each is $4.20, and there is no waste to the batch. The above is mentioned for the reason that when the goods were sent from the factory to the store the clerk said they would not sell at 10 cents. The result was that they were placed in the window without price card at 3.30 P. M., and at 6.30 P. M. there was not a pattie to be had. They were all sold and next morning there were calls for more. The piece is small, but it tastes good and there is a liberal quantity of nuts in it. While the manufacturer's price looks high, you can very readily see that there is a good margin, and it is a fine seller.

Candy Constituents As Food

AN official analysis of the food value of various vegetable products places chocolate as second only to corn. Nuts and sugar also rank high in sustenance. These, in combination, are in a class by themselves as producers of heat and strength supplying forms of nutriment.

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EXPORT DEPARTMENT

By JOSEPH NATHAN KANE

SELLING SPOT CANDY

THERE is much to be said in favor of selling spot candy; that is, candy that has already been shipped to a foreign country awaiting orders to be drawn against, and there is also much to be said against this practice. Some candy manufacturers have found it advisable to ship their confections in large quantities to be disposed of or drawn against in smaller quantities to fill customer's orders while others have found this to be a disastrous means of obtaining business.

Before deciding as to which method it is advisable to pursue one must carefully consider the advantages and disadvantages in connection with this idea.

The advantages of sending large quantities of candy to a country to be disposed of are many, but before discussing them it will be advisable to state the kinds of firms that could pursue this policy. Only those firms who have their representative or agent on the ground may do so or those who manufacture a limited number of items. The firm which has to rely on its orders from catalogues or advertising or other means not entirely steady will not find this means of value to them. Neither will the firm that manufactures a hundred different kinds of candy. In the former case, considerable human persuasion enters in a sale of candy especially in foreign countries where there is considerable competition not only from American firms but from foreign firms. In the second place, if the manufacturer of the one hundred different items sends to the foreign country but one hundred pounds of each, the quantity will be ten thousand pounds, which would be very large, yet not large enough if there was an order of but one hundred and fifty pounds of a particular kind. These are some of the reasons why certain firms should not adopt this policy.

The reasons why certain firms in general like this method is because they can give immediate deliveries to their customers. In case of a sudden drain or run for a particular piece, the manufacturer can immediately supply the demand without an unnecessary wait of from one to six weeks for the supply to arrive. Another reason why a stock on hand is advisable is because the dealers will know that they can rely on the candy in a pinch and that immediate deliveries can always be made and that their business will be continued, not neglected as soon as the home market improves. Another advantage is that the manufacturer, by using a large amount of space, can secure special concessions from the steamship companies. He can ship his candy in the refrigerating room, should be so desire. In other cases, a large shipment may be made on smaller vessels whose speed is slower than that of regular lines at a great saving. As the candy will not be needed immediately, a difference in a few days will not be as great as the concession in freight. Another advantage is the facility in handling bulk goods. There is just as much labor entailed in accepting and shipping an export order for one case as there is for one thousand or one million cases. In each instance, the same declaration must be made out, the same formality of applying for space, notifying the truckman, filing consular papers, bills of lading, etc., must be undertaken. These are but a few of the reasons why it is advisable to ship large spot orders.

There are however many reasons against this practice. In the first place as prices are subject to change, a rise in price may greatly affect the retail market. A second reason is that candy, no matter how carefully it is protected, does not improve with old age, especially in countries where the climate is humid. Many manufacturers maintain that the reduction in quantity freight rates is offset by storage charges. This is in a measure partly true but is not such a great factor when it is considered that storage must be paid for the candy in America. Although actual cash is not expended in this direction, if the candy remains in the plant of the manufacturer it must be considered that for every foot of space used a charge must be made. The space utilized for this goods may be used for other merchandise, or machinery may be put in its place. In any event the space that it consumed cost the amount of rent per square foot used.

There are many more disadvantages to using this plan. There are some importers who prefer to import their merchandise direct, believing that by doing so they get fresher goods. Another factor to be considered is if the shipment does not sell and is consequently re-exported in most cases the duty is not recoverable and the freight both ways are lost.

Each manufacturer must decide which method they think preferable. The majority of those in the business believe that it is safer to ship only against the order. This is the most conservative

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way and judging from the records and past experiences of most confectioners it seems to be the best. The American manufacturer is careful in the matter of speculation. A pound of candy to him in America seems a greater item to him than a pound of the same candy in Honduras. The reason is apparent. In the case of America, he is on the ground. He is familiar with the conditions and can adjust his prices, terms or package to meet the ever changing conditions. In Honduras, he must rely solely upon his agent. As in innumerable cases the agent is a general salesman and not a special candy salesman, the manufacturer feels afraid, in spite of his confidence in the agent, to shift and move about his long established policies.

I have in mind a particular case which happened recently in Guatemala. A certain manufacturer specializing in a particular piece of hard candy sent his agent a reserve quantity of same from which he could draw to fill orders. It so happened that this particular piece was well liked in Guatemala and, as a result, it was copied by two energetic candy makers who were able to sell same at a price much less than that offered by the American firm. As a result the candies made by the American firm could not be sold because of the price difference. There were many reasons why the Guatemalan candies could be made cheaper. In the first place, the manufacture was inferior and the candies did not contain as pure and as good ingredients. This, however, was not a sufficient reason in the eyes of certain Guatemaltecan merchants to stop buying same. Inasmuch as there was no freight nor duty to pay this was another great advantage in favor of the local manufacturers. Another point worthy of note here was that the American candy, to withstand climatic conditions, was packed in tins and glass jars while those of the local industry could be put in paper boxes inasmuch as they were intended for immediate sale. This difference which meant another four or five cents a pound coupled with the others made the American candy almost twice as expensive as that of the local industry which meant that its sale was limited. This entire quantity had to be sold at a loss.

This is one of the reasons why manufacturers object to this method of selling goods. On the other hand, this scheme has its advantages. Quite some time ago I met a manufacturer who shipped over $50,000.00 worth of confectionery to Amsterdam on speculation in anticipation of orders from his salesman. As he could offer spot goods, while the best his competitors could offer were thirty-day deliveries, this manufacturer sold this entire lot without difficulty at a price higher than even his wild speculations could imagine.

I know of another instance where a certain manufacturer sent a large supply of his candy to a certain foreign country expecting it to "sell like wildfire." I remember seeing this same manufacturer about three months later cursing this particular country and export in general. His candies did not sell!

Before one undertakes to sell candy for export it is always worthwhile to find out the market. It is cheapest in the long run to obtain trade statistics and even to employ an investigator to examine conditions than to go ahead blindly and advertise and employ salesmen.

Before one ships or sells to a country one should find out its particular requirements. This is particularly true when the manufacturer undertakes the shipping on his own account. In certain South and Central American countries, flavors like cinnamon, sassafras and sarsaparilla are regarded in much the same vein as the American boy likes Castor Oil. Naturally, these flavors will not sell in countries where it is in disfavor. Similarly mixtures containing these flavors will find proportionately less sales because these items are included in the assortment.

The selling price of a line of candy is one of the factors which should be considered when sending goods to foreign countries. There is a certain aversion to selling candy for 27c. or 53c. a pound. Merchants like even numbers and candy which can be sold at even numbers will be found to be in greater demand than that which requires considerable calculations to determine the price of a few pounds. Because a confection sells in the United States at retail for five cents it does not follow that its retail price will be the same in foreign countries. If manufacturers will consider the expense on shipments they will realize that they can greatly increase their sales by reducing the price of their candies a slight fraction in order that the retailer can sell it at and for one coin. In some particular cases they can even raise their prices putting their profit in advertising which will in the long run increase their business.

Taking Soundings

JUST as a ship master, navigating the seas in darkness and storm, upon approach to his port heaves the lead, so the business man should make sure of his course. Profits in these days are narrow and the only surething is the list of bills payable. To strike a balance often is to be safe from breakers ahead. Goods that may seem to be upon a profitable price basis may be, in fact, going at a loss. It is better to lose sales than to under-bid a cheap competitor. Your chief duty to yourself and your creditors is to make money. Get and deserve the reputation of being prompt in paying bills. Insist upon equal promptitude from your customers. Business is the greatest game of life. It is worth while to play it according to the rules.

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SODA AND ICE CREAM

JACQUES FONTAINE

SHALL WE COLLECT BEFORE OR AFTER SERVING?

THIS may be a question to which you have never given any special thought. Perhaps you have not considered that it mattered one way or the other so long as you got your money and have simply gone ahead in the course you have always followed. However, there are several phases of the problem, when you stop to think of it, that really have a psychological effect on your customers which, in turn, reflects in your sales, so we will set forth the different arguments, for and against, and you can judge for yourself whether or not your present system is adequate.

The principal reason why retailers favor the use of soda checks and the "Pay before you are served" plan, is that it precludes the possibility of anyone getting away without paying for his drinks. I have discussed this matter with a great many fountain owners who use the "Pay after you are served" system and they all agree that the great majority of people are honest and that the amount they lose because of non-payment is almost negligible, and than 50 per cent. of the cases of that kind which they do have are due to oversight rather than to any real intent to cheat. Dealers have told me that occasionally customers will come back to pay for a drink or sundae, explaining and apologizing for having forgotten to do so when they left the store after being served.

We are all more or less alike where our pocketbooks are concerned—all sensitive if our honesty or our credit worth is questioned. It should not be so, but we do resent being asked to pay a bill or return a loan, although we know we owe it and we even feel "ruffled" when things are sent c. o. d., "Just as though we wouldn't pay otherwise." If you were asked to hand over your money before a clerk would even show you a pair of shoes or a suit of clothes, as the case might be, you would be so angry that you would never enter that store again, yet the psychological impression your customers receive is very much the same when you ask them to pay for something at your fountain before they get it, and you would not think of making such a request in any other department in your store. The customer may not realize it, or analyze his feeling as resentment at the time, but unconsciously the request rankles just the same.

From the standpoint of sales volume, I believe you do more business—that is, make bigger sales, if you allow the customer to pay as he leaves. There are several reasons for this. If one buys a 15c. check for example, nine times out of ten he will order a 15c. drink, even though after seeing the menu he might prefer something at 20c. or 25c., but it's too much bother to change his check and, as a result, he is not entirely satisfied with his purchase—a bad state of mind in which to allow him to leave your store. Frequently, too, people have no idea what they want and much prefer to sit down at a table and look over the menu and decide leisurely, without the bother of returning to the desk for checks. This is especially true in the case of men or women who are bringing in friends for a treat, as it is embarrassing to ask them what they want before they are seated and equally unpleasant to have bought 15c. checks and have them order a 20c. drink.

It's the little, almost insignificant details that make for service. We must please the customer by all means, he must not be hurried or put to any unnecessary bother—we must make it as easy as we possibly can for him to buy—what he wants and all he wants.

If your fountain business is small, there is no objection to having the clerk who takes the order collect for it when it is served or before the customer leaves. This, however, has its drawbacks if clerks are at all busy, for they cannot give their undivided attention to one table when they are watching to see when other customers are ready to leave so they can collect for their orders. This plan is apt to keep the customer waiting too, and those so disposed are more likely to walk out without paying than they are to deliberately pass a cashier's desk, for, in the first case, the burden of responsibility rests with the clerk, and, in the latter, the customer is put on his honor and few people fail under those circumstances. Furthermore, even though your clerks are absolutely honest, mistakes and mix-ups are bound to occur where several people are handling the money.

When the business is big enough to warrant it, I advocate the "Pay after" system, checks or sales slips being made out by the clerk serving, and paid for at a cashier's desk as the customer leaves. A cashier can keep your books and fountain records during the early morning hours and other slack times at the fountain, and will prove a very profita-

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ble investment in your soda water department. In fact, you will do enough more business and improve your service sufficiently by the "Pay after" system to more than pay a cashier's salary.

PROPER HANDLING OF GLASSWARE WILL PREVENT EXCESSIVE BREAKAGE

WHEN we come to check over our equipment this spring to see what is needed before the mid-summer rush is on, we are very likely to find a shortage of glasses, and that many of those we have are chipped or cracked and too unsightly to use. We have wondered before if it wouldn't be a good idea to discard the glass service entirely and use nothing but paper cups and containers, but never really came to a decision in the matter. Now we've got to do one thing or the other.

As far as appearance is concerned, and that is a big item from the customer's viewpoint, I think you'll all agree with me that the glassware is far preferable to the paper cups and dishes. Surely you can't improve on a thin, dainty glass, provided always, that it is clean and shining as, of course, it would be at *your* soda fountain. People like to drink from a glass better than from a paper cup—somehow they enjoy the drink better because it is more like what they are accustomed to in their own homes.

Now, the two best arguments in favor of the paper service are sanitation and convenience, and while we do, of course, insist upon sanitation, the possibility of getting rid of the task of "dish-washing" sure does appeal to us—we never did like it anyway. However, if your glasses are *properly washed* they are exactly as sanitary as paper containers, and if you will follow my instructions, washing glasses really isn't such a disagreeable job after all. It takes a little time, I'll admit, but the results make it well worth while.

In the first place, buy a sufficient supply of the various sized glasses needed so that you never run out during a busy period and have to rinse out a few hurriedly to keep going. You will get a better price on a larger quantity, and find it real economy in the long run. Select the thin ware, it really does not chip as easily as the very heavy glasses, and with careful handling will last just as long and look much better. It seems incongruous to see thick, clumsy glasses at a fine, high-class fountain.

Before new glasses are used at all, place them in a large pan of cold water, being careful not to crowd too many in at one time, add a large tablespoonful of bicarbonate of soda to each gallon of water and bring slowly to the boiling point. Let boil for several minutes, remove from the pan after the water has cooled and they are ready to be washed and polished. This process toughens the glass, and will prolong the life of your ware considerably.

All glasses should be washed and scalded each time they are used. The practice of "sozzling" a soiled glass in a pail of cold, and too frequently, dirty water is unspeakable. In some states the law requires that all glasses, dishes and silver be sterilized, and all fountain owners should make it a *law* in their establishments, not merely for the sake of appearances and good service, but actually to prevent the spread of disease.

Remove all soiled glasses from the fountain the moment they are empty. Rinse under the cold water faucet to remove any particles that may cling to the glass. When a sufficient number have accumulated to make washing necessary, proceed as follows: Fill a pan with water, as hot as your hands will stand, add a little liquid ammonia and enough good soap to make a suds. Have another pan of clear, very hot water, wash the glasses a few at a time in the suds, roll in the clear water and invert on a drain-board. If your rinsing water is sufficiently hot, the glasses will dry without wiping, although a better polish is obtained if they are dried with a clean, soft towel. It should be unnecessary to caution anyone against using cold, greasy water or dirty dishcloths and towels, but you would be appalled to see the dish-washing process at some soda fountains. Both suds and rinsing water should be changed frequently if many glasses are washed at one time, and dishcloths should be washed out and dried each time they are used and boiled to thoroughly sterilize, every day or two. Towels should either be washed out and rinsed in boiling water or fresh ones supplied for each batch of glasses. Plenty of hot water and soap greatly simplify the dish-washing job and you will find that trays of sparkling glasses are real ornaments to your back-bar, and that they are one of the best selling arguments and business getters you can have.

RIGHT METHODS WILL IMPROVE THE QUALITY OF YOUR SODA WATER

TO THE average soda fountain owner, instructions for making a glass of soda water will seem entirely unnecessary, for in his opinion the task is so simple that any school boy or girl can perform it satisfactorily, and frequently he hires just such a dispenser at his fountain. The making of a soda is not a complicated matter, I'll admit, and any dependable clerk can be taught to do it right—for there is a right method, and it is just as easy as the numerous slip-shod ways frequently employed—the main thing is to know the right way and insist that that method be used at your fountain.

The making of a perfect soda consists of considerably more than the actual operation that takes place between the time the customer gives his order and the drink is placed before him. There is a lot of "back-ground" to a glass of good soda water. In the first place, you must buy high-class flavors, store then in as cool a place as possible. Open them

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only as needed, shake thoroughly, pour out the desired quantity and wipe the mouth of the jug with a clean cloth—then reseal the jug and place it in the refrigerator. In hot weather it is best to mix only a day's supply at one time, in winter two or three days' stock may be diluted at one time if it seems desirable to do so.

The simple syrup you use is a big factor in the quality of your sodas, too. Rock candy syrup gives very satisfactory results, provided it is kept cool and tightly covered to prevent contamination from dust and dirt. Home-made syrup from a percolator is also very good, if you make it according to a specified formula so that it is always of a uniform density. A percolator must frequently be emptied and thoroughly washed and scalded to prevent fermentation. One is apt to neglect to take this precaution, not realizing that spoilage can and does take place in a percolator not kept thoroughly clean, thereby tainting, not only the simple syrup, but also the fruit syrup to which it is added. If you have no percolator, the following formula will give you a most satisfactory simple syrup which can be made at any fountain as frequently as desired and always be uniform and perfectly fresh.

Bring to the boiling point 1 gallon of pure water. Remove from the fire and add 14 pounds granulated sugar, stirring until entirely dissolved. Cool and store in sterlized containers until ready for use.

Now, with our concentrated syrup and rock candy or simple syrup at hand, we are ready to proceed with the preparation of our single-strength syrup, ready for use in the fountain. First, read carefully and follow accurately the printed directions on the label of your flavoring syrup. Don't try to improve on the rules set down by the manufacturer, as he knows best how his goods should be used. Measure every ingredient carefully, and if certain flavors call for fruit acid (not acid phosphate) never omit it, as it brings out the natural flavor of the fruit and gives just the needed "tang" to flavors which without it would be tame and insipid. Use a good brand of foam solution in all your syrups for making sodas, as a rich, creamy topping is very necessary and desirable. Be sure to shake the concentrated syrup and mix it thoroughly with the simple syrup.

Now, you say, we are ready to put the syrup in the fountain and proceed with the actual making of our sodas, but wait! Is your fountain cleaned and well iced? Is the carbonator working perfectly—you know the water must be very cold to carbonate well. Have you washed and scalded your syrup tanks, something you must always do before fresh syrup is added. With all this attended to, we will fill our tanks, set the gauges on our faucets so they will draw an exact amount of syrup each time (2 ounces is the amount usually required for a 12-ounce glass) and we are ready for orders.

Into a clean, shining glass draw the flavor desired, giving the lever one full push instead of two or three halfway, so as to get just 2 ounces every time. Draw in a little carbonated water, coarse stream, then fill glass one-third full with the fine stream. Now add a disher of ice cream, about a No. 14 size, and be sure your cream is not too hard. Finally fill the glass with strong, fine stream, letting it hit just at the side of the ice cream. This will mix the syrup well through the soda and give you a rich, creamy drink, which will bring you plenty of "comebacks."

FORMULAS

CHEER-O

1 ounce cherry syrup.
1 ounce grape juice.

Place in an eight-ounce glass, add a scoop of shaved ice and fill glass with carbonated water. Serve with straws through a slice of fresh lemon or orange.

AMBROSIA

1 ounce orange syrup.
½ ounce pineapple syrup.
1 egg white.
1 tablespoonful sweet cream.

Shake thoroughly with a scoop of shaved ice, and fill glass with carbonated water.

ZEAO

1 ounce limeade syrup.
1 or 2 dashes mint extract.

Scoop shaved ice. Fill glass with bottled ginger ale and decorate with a sprig of fresh mint.

EGG BRACER

½ ounce each coffee, caramel and chocolate syrups.
1 egg, shaved ice.
1 tablespoonful ice cream. Shake under electric mixer, add milk to fill eight-ounce glass, strain and top with cinnamon or nutmeg.

CHOCOLATE CREAM SODA

2 ounces chocolate syrup.
1 ounce sweet cream.
Small spoonful whole raspberries.

Place above ingredients in a twelve-ounce glass. Put on the fine stream until it foams and the glass is one-third full, then turn on coarse stream until glass is nearly full, then add two or three dashes of the fine stream.

TWO-IN-ONE SODA

Place 1 ounce each of pineapple syrup and strawberry syrup in a 12-ounce glass. Draw a little carbonated water, coarse stream, then use fine stream until glass is one-third full. Fill a round disher

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with chocolate ice cream and pineapple ice, half and half, and add to above and fill glass with fine stream.

EASTER LILY

Place a slice of angel-food cake on a paper doily, on a flat dish or plate. On top put a slice of vanilla ice cream, the same size and thickness as the cake, and over it pour a ladleful of cut pineapple. Top with marshmallow, whipped until very light, and a white cherry.

LEMON ICE SUNDAE

Place a cone-shaped disher of lemon ice, in which some crushed pineapple has been frozen, on a sundae dish. Pour over it a ladleful of crushed raspberries, crushed cherries or any tart fruit, and garnish with a big cherry.

HALF-AND-HALF SUNDAE

Place a cone-shaped disher of vanilla ice cream on sundae plate. Over one-half pour a small quantity of crushed strawberry, and over the other half a spoonful of pecan sundae. Around the sides arrange slices of peach, and garnish with marshmallow and a cherry.

CHOCOLATE SPLIT

Cut a cone of vanilla ice cream in two, lengthwise, and place the pieces on an oblong dish. Over one-half pour a ladle of butterscotch syrup, and over the other an equal amount of bittersweet chocolate syrup. Pile whipped cream in the center and finish with a spoonful of crushed strawberries.

N. C. A. Circulars

THE following circulars have been issued by Walter C. Hughes, Secretary N. C. A.

EXTENSION OF TIME FOR FILING CORPORATION RETURNS

We are advised that by Treasury Decision 3291, dated February 21, but not released until February 23, an extension of time to June 15, 1922, is granted for filing returns by domestic corporations on Form 1120 for the calendar year 1921, and for the fiscal year ended January 31, 1922, or ending February 28, 1922.

Tentative return is to be made to the proper collector on Form 1120, marked "Tentative Return," giving name, address, and estimated amount of tax, accompanied by a statement giving reasons why complete return, on time, is impossible, a formal request for an extension, and one-quarter of the estimated amount of tax. Interest at 6 per cent. per annum on any deficiency will begin to run from March 15, April 15, or May 15, as the case may be.

JAPANESE OIL OF PEPPERMINT

The Department of Agriculture requires that Importers of Japanese Oil of Peppermint shall obtain from the manufacturers who use the Oil, affidavits stating for what purpose the Oil will be used.

Such affidavits are required to be filed at the time of importation for the purpose of preventing what the Department of Agriculture regards as improper use of the Oil.

Furthermore, they serve as a warning to manufacturers and as a protection against any attempt on the part of Importers to substitute Japanese Oil of Peppermint for Domestic Peppermint Oil.

Japanese Oil of Peppermint is not true Peppermint Oil. It is made from a different plant than that from which Domestic Peppermint Oil is made. It has a raw flavor and a very high menthol content averaging 70 per cent. to 91 per cent. as compared with the Domestic Peppermint Oil, which averages 48 per cent. to 60 per cent.

It is, therefore, not permissible to use Japanese Peppermint Oil in any medicinal preparation for which the United States Pharmacopoeia prescribes Peppermint Oil, neither may it be used in candy or other food products.

USE OF MINERAL OIL AS SLAB DRESSING

The attitude of the Bureau of Chemistry, Department of Agriculture, on the use of mineral oil as a slab dressing, Item 265, is as follows:

"Mineral oils, in common with all petroleum products, are neither digested nor assimilated by the system and have no food value. Unless properly purified they are also liable to contain ingredients of a poisonous or deleterious nature. As there are many animal or vegetable oils which have a recognized place and value as food, the use of mineral oils as an ingredient of food products appears unnecessary. Mineral oil has been used in the preparation of confectionery under conditions by which little or none of the oil is introduced into the finished product. Under these conditions the bureau accordingly at the present time offers no objection to the use of a high grade harmless mineral oil as a slab dressing for confectionery—that is, for the purpose of allowing the confectionery to be readily removed after it has been poured or dropped on the slab."

Your Leisure Hours

ABOUT the worst thing that can happen to the average man who acquires a reputation for being a worker for worthy causes is to get himself tangled up in a lot of committees devoted to a lot of projects which take up most of the time when he ought to be in the bosom of his family or at a good show with his wife and offspring. It takes moral courage to gently but firmly resolve to devote one's leisure exclusively to one's own particular family and relaxations. We all know good men who couldn't say "no"; who didn't learn until too late, that the human machine can stand just about so much speeding up and no more, and so have gone their good works soon forgotten.

Take it from us it don't pay.

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THE JOBBER

LIASON OFFICERS WANTED

A MANUFACTURER with a broad vision was talking to the writer the other day, and he threw out a thought which might be a good suggestion for candy jobbers and their salesmen. He stated that it is now generally recognized all along the line that the sale of goods is really not completed until the retailer has handed the goods over the counter to the consumer and received pay therefor. It required years for manufacturers and jobbers to realize this, and before it was thoroughly learned it was considered "good business" to load up a retailer with all he could possibly be induced to buy. It is now understood that this process choked up the channel for the free movement of goods and caused loss and stagnation, instead of profit and activity. That condition of mind no longer exists, and salesmen now rarely seek to load up a retailer with an undue amount of goods.

The advance is a good one, but he suggests that it might be possible to carry it still further with benefit to all concerned. He said it would be a valuable work if the jobbers could act as sort of liason officers between the manufacturers and the retailers, just as they had liason officers in France to promote closer co-operation and more effective team work between the different armies and the different elements of the same army.

The machinery of distribution today is a cumbrous and a costly one. It is a subject of great complaint on the part of the public. The distributors keenly feel the pointed arrows of this complaint, and though they grope to lessen the distributive cost they make discouragingly slow progress in the improvement.

The distributors of candy are the manufacturers, the jobbers and the retailers. They are all engaged in the same work, they are all on the defensive, as it were, before the complaints of the public. It is to their interest to perfect and cheapen as far as possible the distributive machinery, for then candy will be lower in price, more will be sold and satisfaction and prosperity will be enchanced. In Europe the war was going against the allies until co-operated under one command and then victory was accomplished with gratifying speed. If the three armies of distribution—manufacturers, jobbers, retailers—could co-operate more closely is it not probable that valuable results would follow? Their interests are identical. They are extremely valuable—nay, indispensable—to each other. They are all engaged in the same work—that of transferring candy from the factory to the consumer. The less friction there is, the less waste that is entailed, the less expense involved, the better it is for all concerned.

AS ONE JOBBER SEES IT

I LOOK at it this way, said a candy jobber recently. The jobbers are continually being nibbled at from both sides of the fence. Retailers nibble at us in the attempts of many of them to buy direct from the manufacturers, and we are nibbled at from the other side by the natural inclination of the manufacturers to sell as many customers as possible and to grow lax in their discrimination as to whether a proposed buyer is a legitimate jobber. In other words there is a natural process of the manufacturers and the retailers to come together, which would of course result in minimizing the activities of the jobbers. Factors of detail enter into this question however. These factors render the jobber an actual necessity of the trade and make his existence secure.

It is a fact, however, which every one should bear in mind that the importance of the jobbers and the amount of business which they do is in proportion to the measure of their value to these two sections of the trade. The jobbers should aim to be such wide distributors and should make the distribution so complete that manufacturers would feel a hesitation in invading their field, and they should be so useful to retailers in a score of different ways that it would be a real loss to the retailers if they should miss the jobbing services by dealing direct with manufacturers.

Here as I see it is the test which will govern the future importance of jobbers, and in proportion as they meet this test will their business wax or wane. This coming year, which gives indications of being an active one, calls for strenuous work on the part of jobbers and their salesmen, and happily every jobber can realize with satisfaction that the more energetically he pushes his business, and the more valuable he is to his customers, the more he will profit financially and the more will he add to the importance of the whole jobbing trade.

THE CONVERSATION OF THE REAL SALESMAN

READ the below to your travelling salesmen at the next meeting you have with them. It is part of an address by Gordon K. MacEdwards, sales-manager of Walker & Co., Detroit, given at the convention of the Outdoor Advertising Association recently:

"A large proportion of salesmen are judged by their first call, or the first few minutes of their various calls," he said. "If they devote most of their conversation to explaining their own business, and say little or none, of their prospect's business, they are put down in the opinion of the listeners as peddlers. If they talk on a variety of general subjects without getting down to specific points and telling

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something of real value, they are bores. If they betray a complete ignorance of the business of the man they are talking to they are fools. The salesman who is well informed about his prospect's business does not make a poor approach, nor blunder later on. He often does more in ten minutes than the poorly-informed man can do in as many months. His talk is interesting, pointed and useful, his arguments and persuasions are effective, though brief, and because he is not wordy or a time killer he makes many more calls per day.

"He is extremely careful to make the first impression a good one and is always welcome afterwards. There is no wall of distrust or indifference built to bar him out. The buyer does not escape him with the message of 'in conference,' or 'out of the city.' The prospect opens up freely to such a salesman and gives him every opportunity and often actual help in making the sale.

"The well-informed salesman is armed against practically every obstruction—particularly the excuse. Buyers seem to be as reluctant to divulge their real reasons for not signing up as they are about giving the contract itself. The prepared salesman kills these false objections as fast as they are offered. When only the real one is advanced he is ready to dispose of it effectively."

SALESMEN SHOULD EDUCATE RETAILERS

"I HAVE a suggestion," said a prominent candy jobber, "and the suggestion is this: That every travelling salesman of candy should go the candy section of the large five and ten cent stores, taking his eyes along with him. He will see a new way of merchandising candy which is producing results. He will see a quantity of loose candy of a certain kind in a large receptacle. At the back of said receptacle he will see eight or ten cheap paper bags filled with this candy and on one of them will be a triangular price card of large size. In large, bold, flaring type in the centre of said triangle will be the price of the bag of candy—10 cents. If he will halt and observe he will notice that people are buying these ten cent bags of candy with gratifying frequency to the store."

If he is an analyzer—and every salesman should be an analyzer—he will stand awhile absorbed in thought, and then he will walk out telling himself that this is a good selling stunt, a fine merchandising idea, and that it surely does put the sales across. He will tell himself that if the stores had these candies in one-pound boxes, with a price tag on each, stating it was forty cents per pound, that the sales would be about one-tenth or one-twentieth as much as by the quarter pound package.

Then if he is on the selling job—as every hustling salesman is—he will talk this selling stunt to every retailer he calls upon. He will talk it long and earnestly, in his most convincing manner, realizing that it will increase substantially the sales of his customers, and thus increase the size of the orders they give him.

He will explain to his retail customers that the buying of candy by the public has taken on a different phase. When the public had money a-plenty they bought candy freely and formed the splendid habit of eating it generously. They still like candy, and they want to eat it. But when they see candy displayed in confectioners' windows with price cards reading 60 cents a pound, 80 cents per pound, or $1.00 the pound, they shut their eyes and pass by, because money isn't coming to them in such large chunks as before. A dollar is a dollar today to the person who is getting reduced wage or who is hunting for a job. But ten cents is a different story, and it is good-by dime; welcome candy. When times are again flush, and money plenty, the pound box will once more find favor, but meanwhile every salesman should appoint himself a committee of one, with power to act, to educate the retailers to the desirability of this ten cent method of selling candy.

THE CANDY JOBBER SHOULD EXERT HIS CENTRIFUGAL FORCE

CONSIDER the earth and the moon. They are two hundred and forty thousand miles apart and the moon circles the earth every month. It is tied to the earth with a string, called centripetal force, which endeavors to pull it down to the earth. It is kept away by centrifugal force, which would have it fly off at a tangent into space. These forces balance each other. They work eternally. If either, or both, should stop working—good night to all of us.

Did you ever reflect that the manufacturer of candy, and the retailer, greatly resemble the earth and moon? They do. One revolves around the other. The force of self-interest tends to draw them togther. This force has worked since business began and will continue to work while business exists. Some jobbers criticise the results of this force, but that is where they make a mistake. The jobber is the centrifugal force, which keeps them apart, and if it wasn't for this force they would approach each other and do business together. If the jobber should, unhappily, cease to exert the force at his command these two bodies would approach each other and squeeze the jobber out.

It is therefore a very practical question as to what the jobber can do in this respect. He can do two things. First: he can, through the personal efforts of every individual jobber and of jobbers' associations, educate manufacturers to the fact that the jobber is superior distributor to manufacturers, that he is useful to them, that if he should be eliminated their interests would suffer and that it is to their interests to retain him. More than this. It is also

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to their interests to have him grow—in business, in influence, in prosperity. The larger his business the more he distributes and the more he will purchase from the manufacturers. Manufacturers therefore should be educated—cheerfully and good-naturedly, not complainingly—that they guard themselves when they jealously guard the interests of the jobber, and that they should use their influence to offset anything that adversely affects the welfare of the jobber.

Second: the jobber can make himself invaluable to his retail customers. Here is a great field in which to labor, and one which will yield a rich harvest of orders. Every jobber of broad vision can see that his retail customers are part and parcel of his business family. It is to his interest to have them grow and prosper, because they then order more and pay more promptly. In his weekly talks to his salesmen he should emphasize the value of them studying the problems of retailers, and of making themselves as useful as possible to them. A salesman, keen for business information, travelling among many dealers, can soon acquire a valuable fund of business knowledge, regarding good and poor towns, business locations, store arrangement, window displays, selling stunts, advertising, the desires of the public, and other things. These salesmen, having the desire of aiding retailers, could become invaluable to them, and thus tie them to the house with unbreakable cords. The jobber should work continuously in these two fields, and he should consider such work as important as the selling of orders and shipping the goods.

HOW CAN THE JOBBER INCREASE HIS SALES?

THIS was the question asked of a wide-awake jobber, and this is the question every jobber asks himself something like steen times each and every day. And below are some of the methods which accomplish that highly desirable result for some jobbers.

New customers
New goods
New selling policies
New arguments
Helping retailers sell
Helping retailers buy
Specializing on cheap goods
Specializing on quality goods
Specializing on some specialty

The jobber in question wrote the above pointers on a piece of paper as he talked, and then discussed each method as he placed his pencil upon it. He said this list would prove of little help to any jobber who was devoid of vision and imagination, that a man who could see big things from a little object or who could reduce big things to a small problem might be aided by this. For instance, under new customers, he would not look in the beaten track, but would realize that stores in other lines are continually adding candy and he would go afield among them for new customers. Also factories both small and large are hunting frantically through the fields of their brains to evolve novelties which will have their brief run of popularity, and jobbers might take advantage of this to their profit. New selling policies are certainly coming into vogue. Every energy is now turned to helping the retailer solve his business problems—of selling him the goods best suited for his market, and in such quantities as will best pay him to handle.

The other ideas will hatch out thoughts to the thoughtful and may furnish a helpful clue.

IT DON'T PAY TO BE INDEPENDENT

A CANDY jobber in the Middle West was recently discussing the business situation from the angle of the jobbers. He is not a pessimist, and is inclined to walk on the sunny side of the street as a general rule. But he discerned clouds in the sky of the candy jobbers, and some of these clouds had a darkish tinge on their under sides. In fact the clouds were so large and their shady sides so dark that he emphasized the troubles and dwelt upon them at length.

One of his remedial suggestions was the idea of developing some feasible plan "to organize candy jobbers independent of manufacturers." He gave reasons for his belief, and it must be confessed that he suceeded in picturing the conditions of the candy jobbers as considerably removed from the ideal.

Another jobber of experience and vision to whom the conversation was repeated analyzed the situation as he saw it. "The candy jobbers have their own troubles," he said. "There are too many of them, which is a condition which is admitted by all concerned. New ones are continually entering the field, mostly by the wagon entrance, and that is aggravating the evil. Then a good many of the smaller jobbers who have practically no overhead, and who are shrewd buyers, sell at cut-throat prices, which it is impossible for a legitimate jobber, with his organization, to meet. Still again, some manufacturers, in their laudable desire to transact business, have a free and easy method of selling these 'cutters,' without exerting even a moral pressure against this slaughtering of price and confidence, which is so far-reaching in its deleterious effects. All these are drawbacks and very serious obstructions to transacting business with satisfaction and profit. I admit this, but as a jobber I feel that many jobbers make a mistake in the remedies they propose. In the first place all these ills above mentioned pervade practically every business and cause as much—perhaps more—trouble in other lines as they do in the confectionery trade. The grocers, the druggists,

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the notion trades, all have similar troubles. It is a condition of business life, and a condition bound to exist as long as business is conducted along its present methods. Therefore we should accept it philosophically as such, and not lay the responsibility upon our manufacturers or upon any class of our people in particular.

"I heartily disagree with that jobber who would have us 'independent of the manufacturers.' His suggestion runs contrary to the trend of the times. If the jobbers should withdraw from the policy of cordial friendliness with manufacturers, and organize sullenly apart they would but add to the ills they seek to cure. For the disregard which it is claimed the manufacturers display would be greatly increased if relations between jobbers and manufacturers should become less cordial. I would have jobbers reflect that the era of co-operation, of team-work, is now opening. The world has tasted of this, has found it good and is determined to test it out. The people in the candy business can properly be termed one family—one house. They consist of manufacturers, jobbers, retailers. They are all working for a common purpose. It is to the interest of each to promote the interest of all. It is to their interest to *get together*. To talk things over in a friendly way; to give and take; to handle a problem which is complicated, and always will be complicated, so its ills will be reduced to a minimum. It is a large contract to do this. It will take time; but it is the proper way.

Chinese Wisdom

The Petty Rascal's Fetters clank;
The Wholesale Robber starts a Bank.

Your Arm is broken? Do not grieve
Aloud, but Hide it in your Sleeve.

Who seeks the Tiger's Cubs, must dare
The Peril of the Tiger's Lair.

When Monkeys fight they scatter Dirt;
When Tigers battle, One gets hurt.

One Kind Word keeps the Heart aglow
Through Three Long Months of Ice and Snow.

Fish see the Bait alone; and is it stranger
That men should see the Profit, not the Danger?

The Needy Student reading late at night,
Bored through the Wall to steal his neighbor's Light.

Oh, when the Whale is floundering in the Shoal,
How all the Minnows laugh to see him roll!

As Ripening Cornfields dread a Blighting Breeze,
Old Age fears Penury with trembling knees.

Search thrice thy Heart and thrice thy Soul again;
Thus shalt thou know the Minds of Other Men.

Who trusts Too Many often ends
By loosing trust in All,
Lend not your Pillars to your Friends
Or else your Roof may fall.

Since Riches lead to Vice,
And Poverty to Theft,
Outside of Paradise
Is any Virtue left?

You have Muscle, he has Wealth:
Spending these for Wine and Bread,
He gains Illness, you gain Health;
Which one blither goes to bed?

The Ox plows the Plain,
The Fowl eats the Grain;
And some bear the Pain,
And some keep the Gain.

In Babbling, Gorging Food, or Quenching Drouth,
All Mischief comes through Opening the Mouth.

Up, Farmer! Toil
While Dawn is hazy!
The Good Brown Soil
Is never lazy.

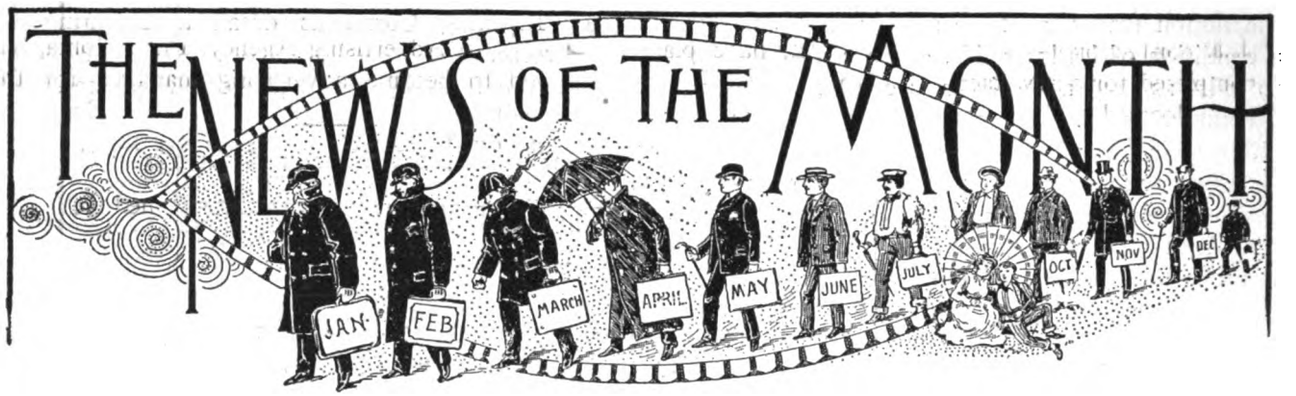
Teach your Son a Trade before he's twenty,
Whatsoe'er his Powers.
Plant your fields with Rice and Beans aplenty—
Not too many Flowers.

The Good Man's Course is straight and true
As that of him whose feet
A Frightened Little Pig pursue
Along a Narrow Street.

Give Them the Glad Hand

NEW people are coming into your neighborhood, Mr. Retailer, every week in the year. The real estate people know about them. It's good business to let these recent arrivals realize that you are right there waiting to get acquainted and to give good value in goods for their money. Why wait to be discovered?

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UNGERER & CO., New York, announce change of representation in the Chicago territory. Their office there is now located at 189 North Clark Street, and in charge of Harry J. Ahles.

THE Manufacturing Confectioners of Baltimore, held their monthly meeting at Kolfer's Thursday March 16th. Harry R. Jones presided. Among those present were the following: James A. Clark, William H. Ponder, W. H. Loocke, A. W. Danson, W. T. M. Luey, John F. Birkmeyer, Jr., John R. Heinzerling, Elmer H. Josselyn, J. Walter Jackson, Frank G. Uhlenberg, E. B. Jones, M. P. Allan, F. E. Foos, C. A. Reibeling, G. Falter, Edward J. Burns.

FANNIE May Candy Shops Co., 11 North La Salle street, Chicago, Ill., incorporated, capital 400 non-par shares. Incorporators: William A. Kehoe, Joseph Nagle, Erwin W. Rosemer.

J. A. SANTRIZOS, Minneapolis, Minn., retail confectionery, incorporated, capital $50,000. Incorporators: J. A. Santrizos, president and treasurer; E. Santrizis, vice-president; Demetrious Santrizos, secretary.

BEAVER Ice Cream Co., Beaver Dam, Wis., incorporated, capital $6,000. Incorporators: Edwin W. Bartelt, Alfred F. Bartelt, Arthur H. Bartelt.

MASTER Candy Co., 2418 W. North avenue, Chicago, Ill., incorporated, capital $30,000. Incorporators: H. K. Boyajian, Harry K. Bogosian, H. Ellezian.

THE Bremser Candy Co., Akron, Ohio., incorporated, capital $15,000. Incorporators: J. R. Riggs, D. Frederick Garon, E. Everston Taylor, P. K. Bremser.

RED Squirrel Nut Co., St. Paul, Minn., incorporated to manufacture and deal in nut and candy specialties, with capital stock of $50,000, by C. H. Guth, D. L. Williams and E. G. Eggena.

GUS HEIDELBERGER, secretary-treasurer of the Heidelberger Confectionery Co., Philadelphia, Penna., who has been laid up with a dislocated shoulder and broken rib, the result of an accident, has fully recovered and is again on the job.

THE Specialty Confectionery and Bakers' Supply Co., New York, have leased the entire building at 192 Third Avenue for a long term of years.

ALONZO TERPENING is building a two-story, concrete factory for his ice cream and candy business on West Strand Street, Kingston, New York.

AMONG the noteworthy incidents of business prosperity during the uncertain year of 1921 was the resumption of a cash bonus paid by the New England Confectionery Company to its employees amounting to over $110,000. Every employee who had been with the company two years or more participated in the bonus.

About two years ago the company provided each person who had been in its employ three months or more with an Insurance policy for $500.00 and will continue to increase the face value of this policy $100.00 each year until a maximum of $1000.00 is reached.

C. & S. CANDY Company, Utica, New York, incorporated under the laws of that state to manufacture confectionery; capital, $7,500. The directors are M. H. Sexton, Howard Sexton and M. F. Sexton, all of Utica.

P. H. KLINE & Son, of Bloomsburg, Penna., have purchased the National Candy Store at Nesquehoning, Pa., formerly owned by Wm. Weiss, and are enlarging same.

SILAS E. RATHBURN, of Everett, Mass., who for years past has been superintendent for W. M. Lowney Co., Boston, has purchased from Lawrence W. Carr, the Drake chocolate business at Somerville, Mass., established many years ago, and has taken possession.

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HARDIE Brothers Company, the manufacturing confectioners of Pittsburgh, Pa., have plans completed for a new factory building, 100x350 feet, to be located at Thirteenth and Pike streets.

THE Red Lion Candy Co., of Red Lion, York County, Penna., has been chartered under the laws of that state, with capital stock of $100,000. The president and general manager is Ralph C. Shellenberger.

J. & D. DAVIDSON, New York City, incorporated to manufacture confectionery and food products, by J. and D. Davidson, A. Taubenschleg and S. M. Newman; capital, $10,000.

PAUL Herda Company, 3313 Eastern Avenue, Baltimore, Md., incorporated to manufacture confectionery by Paul Herda, Eugene L. Fender and Joseph E. Knott.

H. DORKIN & Son Company, Bridgeport, Conn., incorporated to deal in confectionery, with capital stock of $50,000, by Henry, Joseph J. and David Dorkin and Selma J. Stone.

THE Martha Washington Candies Company will establish a branch factory and store at 3830 Main Street, Kansas City, Missouri, making the second Martha Washington Shop in that city. Candies will be manufactured locally instead of being shipped from Chicago.

THE Martha Washington Candies Company have leased the storeroom at 1009 Calhoun Street, Fort Wayne, Indiana, and open there early in April.

THE Samuel Abraham Candy Co., Wapakoneta, Ohio, was recently organized with capital stock of $20,000 by Samuel Abraham and associates. They will manufacture specialties for the jobbing trade. A building has been leased and new machinery installed.

JAMES W. DALY, the wholesale confectioner at Amesbury and Lawrence, Mass., has leased the four upper stories of a building at Amesbury and Essex Streets and will remove his business to the new plant.

THE Sellers Chocolate Co., Inc., Buffalo, New York, has increased its capital stock to $450,000, according to a certificate filed in the office of the county clerk.

IT IS reported that R. S. Harnsberger is to build a new chocolate factory at Millburn, New Jersey, along the Lackawanna Railroad.

L. L. KEELER, formerly with the John C. Van Haagen Advertising Agency, Philadelphia, has resigned to become advertising manager for the Bachman Chocolate Manufacturing Company, Mount Joy, Pa.

JOHN P. LEMMON, JR., has joined the forces of The Tin Decorating Company of Baltimore, in the capacity of Assistant to President.

Mr. Lemmon will spend much of his time in the field, and will devote particular attention to the development of decorated metal vacuum tins for coffee, spices, etc., and special design decorated cigar boxes.

IT IS announced that the C. S. Ball Candy Company, Incorporated, of Dayton, Ohio, has acquired the stock and fixtures of E. S. Ehlers, 2442 Gilbert Avenue, Cincinnati, Ohio, confectioners, jobbers and distributors, and contemplates opening a branch in downtown Cincinnati. It is the intention of the Ball Company to enter the Cincinnati field and sell the jobbing trade and department stores. E. S. Ehlers has been appointed sales manager in charge of the Cincinnati territory.

JOHN WALKER, Vice-President of the Massachusetts Chocolate Co., Boston, Mass., sailed on March 25th on a trip through the Panama Canal, and will visit every important city from the Pacific Coast to Chicago, to gain first-hand information concerning the candy business in that important territory. Mr. Walker expects to reach Chicago in time for the N. C. A. Convention in May.

EVANS BROTHERS, the Wilkes-Barre, Pa., ice cream dealers and manufacturers, opened their new model ice cream factory at 222 Wyoming Avenue, on March 8th, at which time they held a reception to their friends and the public. A large number of people took advantage of this occasion to inspect their up-to-date premises and equipment.

THE "Ladies' Auxiliary of the Philadelphia Jobbing Confectioners' Association, with a good membership, celebrated on Thursday, February 9th, its Twentieth Anniversary, having been formed at the time of the National Jobbing Confectioners' Annual convention in 1902 at Philadelphia. The ladies at that time took charge of visiting ladies, and showed them a good time in the City of Brotherly Love.

The recent event was held in Mosebach's Casino and Ballroom which was comfortably filled. The guests indulged in cards, dancing and enjoyed a substantial banquet. This organization has had new life injected into it through the energetic work of the President, Mrs. Walter R. Weir; Mrs. Bross, Vice-President; Mrs. Fred. Harrah, Secretary, and

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Mrs. Frey, the Treasurer. Mrs. A. C. Keeley was the first President and made an address at the anniversary. Addresses were also made by Senator A. F. Daix and A. C. Keeley, of the Philadelphia Jobbing Confectioners' Association.

WALTER P. SHARP, President of Stephen F. Whitman & Son, Inc., Philadelphia, will sail May 2nd for a six weeks' trip to Europe. Mrs. Sharp will accompany her husband.

D. J. DOUGHERTY of West Hazleton, Pennsylvania, will open a wholesale confectionery establishment in his home property there.

MILLER & KASER CO., Buffalo, New York, have incorporated to conduct a confectionery business, with capital stock of $10,000. The incorporators are: N. Miller, F. C. Kaser, F. R. Collins and C. F. O'Connor, all of Buffalo.

MARTHA Louise Candy Co., Manitowoc, Wisconsin, incorporated under the laws of that state by Charles J. Bouril, Anna Bouril and Joseph D. Zabler; capital $5.000.

THE Paul F. Beich Co., Bloomington, Ill., recently installed machinery for the making of chocolate, a building separate from their present factory being used for this purpose.

T. M. DUCHE & SONS, New York City, recently resumed the manufacture of gelatine in their large factories in Belgium and are offering their goods on the American market.

THE Sethness Company, Chicago, formerly at 718 North Curtis Street, has moved to 659 Hobbie Street, where they have nearly 75,000 feet of floor space for manufacturing and executive purposes.

QUEEN Elizabeth Candy Co., of Lexington, Kentucky, incorporated by Elizabeth L. Gannon, Regina L. Landsberg and Guy A. Huguelet; capital $10,000.

REGENT Sweet Shop, Milwaukee, Wisconsin, incorporated to conduct a confectionery business by F. Seegert, E. Rettberg and G. Seegert; capital, $25,000.

ARTICLES of incorporation were filed for Larkin's, a confectionery establishment. The capital stock is placed at $10,000, of which $7,500 has been subscribed. The incorporators are: T. L. Brummitt, F. M. Roane, G. G. Carnahan, James Larkin and Milford Sonneschein. The officers are: T. L. Brummitt, president; G. G. Carnahan, secretary, and F. M. Roane, treasurer. The corporation will engage in the confectionery business at 121 West Second evenue, Pine Bluff, Arkansas.

PEAL Candy Company, Louisville, Kentucky, incorporated under the laws of that state by C. C. Peal, H. Clay Peal and C. B. Hirst; capital, $5,000.

MIKALIS Brothers, Inc., Kokomo, Indiana, incorporated under the laws of that state to conduct a confectionery business by Nikalas, Tom, George and Gus Mikalis; capital, $5,000.

WABASH Candy Company, Vincennes, Indiana, incorporated by Adler M. Lyons, Louis A. Wickerson and Max Davidson; capital, $5,000.

CAVERLEY Chocolate Co., incorporated under the laws of Delaware to manufacture chocolate, cocoa, etc., by T. L. Croteau, M. A. Bruce and C. H. Blaske; capital stock, $900,000.

IMPERIAL Manufacturing Co., incorporated under the laws of Delaware to manufacture candy, syrups, etc., with capital stock of $100,000.

U. S. CORN CONFECTIONERY CO., 3817 South Halsted street, Chicago, Ill., to deal in confectionery specialties; capital, $5,000. Incorporators: G. Todsen, August Haushalter and G. F. Lorenzen.

UNITED Candy Makers Co., 810 West Congress street, Chicago, Ill.; capital, $5,000. Incorporators: O. P. Sommer, J. S. Budd and Thomas H. Maddock.

THE Brandle & Smith Co., Philadelphia, have taken over a four-story building opposite their present factory, and will use same as a warehouse, thus relieving pressure on their manufacturing space.

THE wholesale confectionery firm of Jones-Pennybacker Co., Dallas, Texas, has been dissolved by mutual consent. Two companies succeed to the business. The W. Donald Jones Co. will cover the territory west of the Mississippi River, and the T. J. Pennybacker Co. the territory east of the river.

JOHN J. VOORHEES, president of the Voorhees Rubber Mfg. Co., Jersey City, N. J., manufacturers of rubber moulds for confectioners, died at his home in that city on February 26th, aged 74 years. Mr. Voorhees was prominent in the financial and civic affairs of that city, and had held many positions of trust.

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DUGAN Brothers, Inc., Brooklyn, New York, incorporated to conduct a general confectionery and baking business, with capital stock of $650,000, by Edward J. Dugan, David H. Dugan and M. M. Dugan.

THE Northwest Candy Co. has been organized at Dallas, Texas, with capital stock of $100,000, to conduct a wholesale and retail business. J. D. Bridges will be in charge of the manufacturing end of the business.

THE monthly meeting of the Retail Confectioners' Association of Philadelphia was combined with a dinner at the Hotel Majestic on March 14th. M. L. Kemmerer officiated in the absence of President Rudolph Laurent, who was confined in his home by illness. After dinner and social intercourse the business session was held, and a call for suggestions for the good of the association met with an immediate response, the meeting being enlivened by many instructive talks on subjects of vital importance to the retail trade. Chester A. Asher spoke on the tax question, laying particular stress on the pleasing fact that there is now no government tax on syrups used in sundaes; but that there is a tax of 9 cents a gallon on syrups used in sodas. Mr. Asher pointed out the importance of keeping the syrups for sodas and sundaes in separate containers, otherwise the tax would be collected on all the syrup. By keeping a separate record of the contents of each container used, the tax could be easily computed, and misunderstandings with the Internal Revenue Office be avoided. If syrups are dispensed from a single bottle or other container for both sundaes and sodas the confectioner would then have no means of knowing the amount of syrup used for either; consequently the tax would apply to all the syrup made and used. MOTHER'S DAY was enthusiastically discussed by many of the members who, with one accord, agreed to help further the importance of the day, which will be on May 14th. A committee was appointed to lay out a campaign for advertising MOTHER'S DAY, and to further promote the sale of confectionery on that occasion. After appointing a committee of delegates to the Chicago convention, the meeting adjourned to April 18th.

THE Mary Heath Co., 13 North Second Street, St. Louis, Mo., has started the manufacture of confectionery, crushed fruits and fruit products for the confectionery and bakery trades. George M. Heath is president of the organization.

THE Goodman American Ice Cream Co., Chicago, Ill., announce the erection of a complete new factory to cost about $400,000, and to be located at Forty-fifth Street, Forty-fifth Place and Federal Streets. Work will start at once.

MRS. Snyder's Home-Made Candies leased the seven-story and basement building, 24 x 162 feet, at 119-121 North Wabash Avenue, Chicago, Ill., and will use the entire building for their business.

MICHAEL J. Cousins has been elected vice-president and general manager of the Hub Candy Company, New Orleans, La. Edward Ybos is president of the company.

G. CASALE & SONS, Brooklyn, New York, incorporated to manufacture confectionery by T. J. Andrews, O. C. Limbarth and E. C. Morsch; capital, $25,000. The present plant is at 21 Dodworth Street.

THE La Salle Candy Shop, St. Louis, Mo., has leased the four-story and basement building at 118 North Third Street for a long term of years, and will install a modern candy factory.

THE manufacturing confectionery business of Wm. H. Luden, Reading, Penna., has been incorporated as William H. Luden, Inc., with capital of $1,500,000 in preferred stock, and 10,000 shares of common stock, all held by Wm. H. Luden, who is president of the company, with K. F. Luden as vice-president and A. M. Balmer, secretary and treasurer.

P. E. Strickland & Co., Inc., Salesburg, Ill., incorporated with authorized capital of $25,000 to deal in confectionery, tobacco, etc., by P. E. Strickland, L. L. Zetterholm and Gus A. Swenson. The business at 246 East Simmons Street will be expanded and used as a wholesale distributing plant, and the company will eventually engage in manufacturing.

HENRY J. Scheifele, wholesale confectioner of Oneida, New York, was recently elected mayor of that town, and it is claimed he is the youngest mayor in the United States, being only twenty-four years of age, but a World War veteran.

THE Butter Cream Confectionery Corp. has equipped a factory for the manufacture of confectionery specialties at 512-516 Paterson Plank Road, Jersey City, N. J. N. J. Rich is president of the company and W. E. Rich secretary and treasurer, both of Chicago.

DUDLEY L. Page, founder of the Page & Shaw confectionery business, celebrated the fifty-sixth year of his entrance into the candy business on March 17th by presenting each pupil in the schools of Lowell, Mass., 24,000 in all, with a stick of old-fashioned peppermint candy.

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Butter-Scotch Taffy

A good seller at this season of the year can be made very reasonably. Place in a pan 10 pounds of sugar, 2½ pounds of corn syrup, 1½ pints of water. Wash down the sides of the pan. Cook to 300 F. Add ½ pound good butter and 3 tablespoonfuls of salt. Cook two minutes longer, take off fire and fill funnel dropper and deposit on clean, greased marble. Drop about the size of a twenty-five-cent piece. When you have dropped in a space of, say, 24 inches, have helper run a scraper under the edges of the drops to loosen them up. Then let them lie until cool. If you do not do this they are apt to stick to the marble, more or less.

To make the chocolate have ½ pound liquor chocolate melted and add this just before taking off the fire. They are delicious and tempting, and can be made very quickly.

OLD NEW ENGLAND PEANUT BRITTLE

Old New England Peanut Brittle is practically dead, but it can be brought back if pains and care are taken and directions followed very closely. Try it, and you will be convinced. It must be made in a very small way, but when it comes out it eats like a cracker, and is brittle and thin. Great care must be taken when adding peanuts so as not to grain the batch. That will be the result if the directions are not carried out strictly. Place in the pan 5 pounds of white sugar and 1 pound of brown sugar and 1 quart of water. This formula can be doubled up if you care to. Have 4 pounds of clean Spanish peanuts ready (raw). Cook the batch to 280 F., and then close drafts of stove and cook slowly, adding just a handful of peanuts to the batch. Add slowly another handful until you have added all the peanuts. By this time the batch should be at about 310 F. Cook a little more or until the peanuts are thoroughly roasted. Take off the fire and let set 3 minutes. Add 2 tablespoonfuls of salt, then add 1¼ ounces of bicarbonate of soda. Pour and spread as quickly as possible. After you have spread this with the palette knife it will rise again. Then spread with the palette knife quickly the second time, If at this time it is properly manipulated it should be very thin. We would suggest that you cut the batch up in pieces after the second spreading and turn it over on the marble. Let stand three minutes and stretch out, and you can get it as thin as wafers. After you have made a few batches, and get the knack of spreading it with the palette knife, you will not have to turn it over. This eats crisply and people will walk blocks to get it. Place it in your window in a good-sized tray with a special sale ticket on it. It sells.

IF you want a partner to help boost the business, take printer's ink into consideration.

Well! Well! What Next?

IT is now possible for the retail confectioner to entertain customers with classy concerts supplied by wireless, just the same as if the listener was occupying a ten dollar seat at an opera. This is called "broadcasting." The invention, or innovation, opens a new and wonderful sequence of marvels.

The Little Sweet Makers

MISSOURI claims the distinction of leading in the bee and honey industry of the country. The annual product of her hives is figured at 3,000,000.

THE man who wastes time wastes money because he throws away opportunities for making money.

I went to a party with Janet,
And met with an awful mishap,
For I awkwardly emptied a cupful
Of chocolate into her lap.

But Janet was cool—tho' it wasn't—
For none is so tactful as she,
And smiling with perfect composure
Said sweetly, "the drinks are on me!"

ALL things being equal, the law of average allows the man who fishes nine hours per day more fish than the man who fishes but two hours per day. It works the same in advertising.

THE man who owns up to having a hobby, even if it is only in collecting buttons, is generally worth while, as a friend and associate. There is no room in the same house for a hobby and a grouch.

THE headline may attract attention to your advertisement, but what is going to get that advertisement read, and what is going to be its effect when it is read?

WHEN you advertise some leader at a cut price, don't get in wrong with the public by trying to induce them to buy something in its place when they come in.

IF you have occasion to take a position in a store in another town, kindly oblige us by refraining from constant reminders of how much better things were done back where you came from.

WHEN you say "Advertising may pay you, but my business is different," you make a statement that has neither the merit of novelty nor the backing of truth.

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BUSINESS OPPORTUNITIES

5 CENTS A WORD . BLACK TYPE 10 CENTS PAYABLE IN ADVANCE MINIMUM CHARGE $1.00

Merchandise and Newspapers will not be forwarded to advertisers unless accompanied by postage to cover

Help Wanted—Male

WANTED—SUPERINTENDENT FOR Detroit Factory. Must be all-around man for high-grade chocolates, counter goods and hard goods. State salary wanted and where last employed. Address P. W. Beals Candy Company, 119 Jefferson Ave. West, Detroit, Mich. 567, 59

WANTED—A WORKING FOREMAN for cream and marshmallow department in the Central West. Must be a practical initiative man, able to handle help and produce results. State salary wanted. Address L 20, care Confectioners Journal. 567

WANTED—EXPERT CANDY MAKer for wholesale candy factory. Must have thorough knowledge of all lines and the handling of help to get results. Apply McDonald Jam Co., Ltd., P. O. Box 33, Nelson, B. C. 566-7, 43

WANTED—EXPERT IN HANdling enrober chocolate dipping machines with the latest marking devices. Men able to handle help only need apply and must have expert knowledge of all parts and produce best goods. Address Mr. Bert Hoadley, care Confectioners Journal. 566-7, 41

WANTED—EXPERT IN THE PRODuction of high class, fresh preserved fruits for chocolates and other sweetmeat centers as well as crystallized and glossy fruits for high class packed goods trade. Good salary to the right man. Address Mr. Bert Hoadley, care Confectioners Journal. 566-7, 40

WANTED—SALES MANAGER—TO handle output of chocolate and bar goods. No money required, but will give interest in business and commission. A1 chance for high class man. Confidential. Address F 18, care Confectioners Journal. 567

CONFECTIONERY OPERATING MANAGER—Thoroughly equipped, modern, first-class confectionery factory, well located in New York City, capable of efficiently handling all processes from raw material to high grade finished articles, backed by business interests, and conservative exploitation, needs practical, experienced confectioner with $25,000 to invest to share in operation and management. Sales turn-over possible $1,000,000 or more. Unusual opportunity for right man to participate in first-class business on profitable basis. Address C 18, care Confectioners Journal. 567

WANTED—FOREMAN OR FORElady with broad experience who can organize and successfully manage a department for handwrapping penny pieces. Give references, experience and salary desired. An excellent opportunity with a first-class, progressive concern. Address Box 49, Middletown, New York. 567, 4

WANTED—WORKING FOREMAN for marshmallow and cream floor; salary $50.00 per week. Apply with references to Crystal Candy Company, Winston-Salem, N. C. 567, 90

Situations Wanted—Male

MANAGER DESIRES CHANGE TO similar position or that of superintendent. Exceptional qualifications and experience in the manufacture of cocoa and chocolate. Address A 24, care Confectioners Journal. 567

WANTED—POSITION AS SUPERintendent or production manager. Have had twenty-five years' practical experience in candy making. Accustomed to handling help. Familiar with modern machinery. Can produce results. Address R 22, care Confectioners Journal. 567

A WORKING SUPERINTENDENT of twenty years' experience would like position in candy factory in New England. References furnished. Address P 22, care Confectioners Journal. 567

PRACTICAL CANDY MAKER, EXperienced superintendent, capable of making any line or grade of chocolates and candies desired, giving proper instructions and supervision, so as to maintain quality, uniformity and production. Thoroughly familiar with modern equipment and costs. Address O 22, care Confectioners Journal. 567

RETAIL MAN WANTS POSITION; expert on chocolates, bon bons, caramels, fudge, marshmallows and hard satin finish goods. Best references. Address H 22, care Confectioners Journal. 567

NOTICE, ICE CREAM MANUFACturers—Advertiser is experienced in managing small up-to-date plant, also sales manager; understands the making of Eskimo pies, buying supplies, and business bringing advertising. If you need a reliable man, address E 22, care Confectioners Journal. 567

A RETAIL MANAGER OF MARKED ability in every detail of the candy business is at your service, one who will prove valuable to your establishment. To get in touch with me, address D 22, care Confectioners Journal. 567

A GENTLEMAN WITH LONG EXperience and full knowledge of the requirements of the confectionery business, understanding thoroughly the executive, manufacturing and selling departments, would like to connect with an established house making high grade goods. He is fully conversant with modern methods, and besides has an intimate acquaintance with the trade. He can furnish the best of references as to character and to business qualifications, and is able to give valuable services. All correspondence received in confidence. Address M 20, care Confectioners Journal. 567

WANTED—FIRST-CLASS COCOAnut and fudge man desires position as working foreman with reliable concern; having had good experience with largest factories. Address N 20, care Confectioners Journal. 567

HARD CANDY MAKER WISHES A position either in or near New York. Address B 18, care Confectioners Journal. 567

Situations Wanted—Male

WANTED—POSITION BY PRACtical all around candy and ice cream maker in a good retail store, one who knows how to make all kinds of counter goods, chocolates, bon bons; also hard candies, plain and fancy ice creams; also cakes. Manage store, soda fountain and trim windows. Years of experience. Middle age man. Address K 20, care Confectioners Journal. 566-7

RETAIL CANDY MAKER—WELL versed in making of home-made line of candies—now employed—open to a proposition—Have many years' experience in production of hard candy—chocolate centers (all kinds), counter goods—jellies—pastes—marshmallow—everything to make up the retail counter—Up-to-date methods making ice creams—Executive ability above reproach—Desire full charge of shop—with party appreciating good service. Must be steady. State salary in first letter. Address D 20, care Confectioners Journal. 567

WANTED—POSITION BY MARried man who is a finished candy maker; 23 years' experience; capable of taking charge either wholesale or retail plant or as working foreman. Wish to hear from some good progressive house. Address N 18, care Confectioners Journal. 567

HIGH-GRADE ALL-AROUND cream man, 18 years' experience in making and handling help. Go anywhere. Address E 24, care Confectioners Journal. 567

POSITION WANTED—EXPERIenced chewing gum maker, can manufacture gum for 8 cents per pound, or any quality desired. Samples on request. Address F 24, care Confectioners Journal. 567

CANDY MAKER—A1 ALL-AROUND mechanic wishes first-class retail job. Best references. Address Charles Schoeffel, 123 South Spring St., Springfield, Ohio. 567, 89

CANDY MAKER—FIRST-CLASS ON full line of up-to-date candies, all creams and high class hard candies, bon bons, caramels. Steady, reliable, first-class retail store—New York, Philadelphia or Baltimore preferred. Address M 24, care Confectioners Journal. 567

CHOCOLATE AND COCOA MAN wants position. Can produce fine coatings—vanilla, milk, plain, black, bar goods, liquors; cocoas—Dutch process, black, plain, red; bean—expert and blends. Familiar with modern machinery; moulding. Can start new plant and handle help. Prefers new concern or a high-grade house. Address N 24, care Confectioners Journal. 567

CHOCOLATE AND COCOA EXpert and working foreman open for engagement. Years of experience in the manufacturing of chocolate and cocoa in all its branches from the bean up. Can figure costs, understands all chocolate machines for the manufacture of chocolate and cocoa, milk chocolate, bar goods, coatings, liquors and cocoa powders. Capable of managing and taking full charge. Address H 18, care Confectioners Journal. 567

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BUSINESS OPPORTUNITIES

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Salesmen Wanted

WANTED — SALESMEN — SOLID chocolate line. States of Pennsylvania, New York, Delaware, Maryland, Virginia, West Virginia, Ohio, Michigan, Kentucky, New England, Mississippi and Alabama. Give full particulars and experience in replying to C 22, care Confectioners Journal. 567

WANTED—BROKERS AND SALESmen to sell our prize candies. Exclusive territory. Box 84, Shawnee, Oklahoma. 567, 61

A PERMANENT BUSINESS FOR the right party. Build up a business that will be worth money to you. Selling vending machines, gum candy and specialties. A substantial line. Suitable for any territory. Write us fully your conditions and requirements. Chic-Mint Gum Company, Wilmington, Delaware. 567, 70

SALESMEN WANTED TO CALL on drug, confectionery and grocery jobbers with well advertised products. Exclusive territory open New York State, New England, Pennsylvania and Central States, also Northwestern States. Drawing commission. Address O 20, care Confectioners Journal. 567

WANTED—SALESMEN TO CARRY our crushed fruit and syrup line for the jobbing trade. A few territories open. Apply with references. Fialla & Eppler, 135 West 17th St., New York. 567, 80

WANTED—SALESMAN FOR NEW York State to carry a line of five cent specialty bars. Colonial Confectionery Corporation, Howard and Norris Sts., Philadelphia. 567, 49

WANTED — SALESMAN MAKING territory west of St. Louis to handle line of 5c bar goods on commission basis. Repeat items, right prices, freight allowance. Address P 20, care Confectioners Journal. 567

SODA FOUNTAIN SYRUP SALESman wanted—Salesmen wanted to cover jobbing trade in states east of the Mississippi. Must be high class men with ability to handle big proposition. $50.00 per week drawing account with 10% commission. Fine opportunity for the right man to develop $100.00 weekly income. Address in own handwriting, state age, experience, acquaintance with jobbing trade and anything else that may be of interest. All communications will be treated strictly confidential. Address A 22, care Confectioners Journal. 567

COMMISSION SALESMAN WANTed to handle a line of suckers, whipped cream and chocolate drops. Address B 22, care Confectioners Journal. 567

WANTED, SALESMAN — CHICAGO candy manufacturer, making the largest line of finest filled confections and hard candies in the world, is desirous of getting in touch with highest grade salesmen for all territories. Do not apply unless you are thoroughly acquainted with the trade and conditions in your territory. We will pay good salary, commission or both. Address F 20, care Confectioners Journal. 567

Salesmen Wanted

WANTED—RELIABLE SALESMEN calling on high-class jobbing trade to carry complete line of peanut candies, salted peanuts and peanut butter on commission. No objections to non-conflicting lines. Give full particulars, territory desired, references, etc. Address Box 57, Suffolk, Va. 566-7, 39

WANTED — SALESMEN CALLING on the best jobbing trade throughout United States; must be well known to trade and produce results. Want live wire candy men only. Good opening for live men on commission basis. Address L. M. C., Box 1037, Lancaster, Pa. 567, 32

SALESMEN OR AGENTS TO SELL compressed lozenges like Life Savers, Penny, bulk, package goods. Territories open, southern and western. Commission basis. Address G 20, care Confectioners Journal. 566-7

WANTED—A FEW SALESMEN with established territories calling on wholesale grocers, confectionery jobbers, 5 and 10c trade, to carry the finest, purest, fastest selling 5c suckers, 100% repeaters, on commission basis. Time is urgent, if interested reply at once, giving full details and references. Address O 18, care Confectioners Journal. 567

SALESMAN ACQUAINTED WITH buyers and who can obtain orders for sales and order books, can make favorable commission arrangements with leading Chicago concern in this line. Chicago Sales Book Company, 337 W. Madison St., Chicago. 565tf, 37

WANTED — SALESMEN CALLING on jobbing trade to carry ice cream cones as side line. Give references and territory. Sterling Cone Co., 226 Market St., St. Louis, Mo. 567, 14

WANTED — SALESMEN CALLING on the drug and confectionery trade to sell Mint Se-Kule as a side line—a repeating drink of unquestionable merit; constant seller in Indiana and adjoining states for three years. The Mint Se-Kule Syrup Co., Inc., Indianapolis, Ind. 567, 11

WANTED — SALESMEN CALLING on the retail fancy box candy trade in the following territories: Michigan, Pennsylvania and New York, to sell my Martha-Ann Fruit Cake. Only men representing large well-known candy firms and having well-established trade and large earning capacity need apply. My product is the most expensive and delicious confection made. Replies confidential. Grace A. Rush, Hyde Park, Cincinnati, Ohio. 567, 6

WANTED — YOUNG MAN WITH practical experience in candy field to sell specialties and staple products to trade. Address H 24, care Confectioners Journal. 567

WANTED—A RELIABLE SALESman to cover Nebraska, Missouri and Kansas, calling on high-class retailers and jobbing trade. Carry complete line for the retailer and jobber of sugar-coated almonds and chocolate almonds. No objection to non-conflicting lines. Give full particulars and references. Address L 24, care Confectioners Journal. 567

Salesmen Wanted

WANTED — SALESMAN WITH large following among jobbing trade in Greater New York to represent a prominent manufacturer in New York making penny goods, five-cent goods and general line. Excellent opportunity for right man. Address K 24, care Confectioners Journal. 567

Machinery for Sale

FOR SALE—MILLS POWER DROP frame and rolls, sizers, Mills tilting copper mixer, buttercup cutting machines, hard candy ball machine, crystallizing outfit, starch trays, one 10, one 15, one 100 h. p. steam engine, 15-ton ice machine. D. Auerbach & Sons, 11th Ave., 46-47th Sts., New York City. 567, 72

FOR SALE—CRACKER AND FANner, chasers, stone refiners, kettles and chocolate bar wrapping machines, several sizes. Prices low. The Touraine Company, 123 North Washington St., Boston, Mass. 567, 73

FOR SALE—Brass fruit drop rolls and frames at a big bargain. Address J 22, care Confectioners Journal. 567

ICE CREAM CONE MACHINERY for sale at 25 per cent. on the dollar. I. Nasher, 49 Clarke St., Malden, Mass. 565-6-7, 46

FOR SALE—ONE MODEL K KISS wrapping machine; A1 condition. Royal Candy Co., Milwaukee. 565-6-7, 35

FOR SALE—STANDARD SPRINGfield coating machine, Kihlgren system, 300 lb. steam chocolate melting kettle, Wood "Simplex" Springfield starch buck, No. 2 Springfield cream depositor, caramel sizer, caramel cutter, Racine marshmallow beater, 2 cooling tables, Racine hand starch printer, 4 cooking furnaces, 2 24-inch copper cooking kettles, tray lifting truck, 35 starch mould boards with moulds mounted, crystallizing pans, 4 placque tray trucks, 400 placque trays, 400 starch trays, etc. All in first-class condition; used less than one year. Address C 20, care Confectioners Journal. 567

FOR SALE—HAND AND POWER caramel cutters; nougat cutters; shearing motion cutters; copper double motion mixing kettles; vacuum pans; revolving pans; York batch rollers; cooling slabs; hard candy ball machines, etc., etc. Address K 22, care Confectioners Journal. 567

CHOCOLATE REFINING EQUIPment. We are offering for sale Chocolate Equipment, of which the following is a partial list:—1 3-roll Steel Finisher, 1 3-roll Stone Finisher, 1 Bausman Disc Refiner, 10 Chocolate Kettles, different sizes, from 2000 lbs. down. 1 Dough Mixer with water jacket. 1 Melanger. 1 Chaser. 2 Chocolate Dipping machines. 1 Bottoming Attachment. 2 Greer Packing Tables. 1 Lehman Roaster; and various other equipment useful to a confectioner and chocolate manufacturer. If interested, we would be pleased to send you a list.

The greater part of this equipment is practically new, and can be shown in working order. Address A 20, care Confectioners Journal. 567

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Machinery for Sale

FOR SALE—ONE NEW SEVEN foot batch roller with steel protector cover. Address E. 18, care Confectioners Journal. 567

FOR SALE—SPRINGFIELD DEpositor, used few times. Sell reasonable, but not give away. Racine starch buck, $150.00; printer, $100.00; Surprise chocolate machine, complete, $100.00. Address D 22, care Confectioners Journal. 567

FOR SALE—FIFTEEN BRAND NEW Toledo Automatic 2 lb. Computing Scales, 15 brand new Culter Hammer Electric Chocolate Heaters with electric pans, 1 Springfield Power Starch Printer, 1 150 lb. Springfield Chocolate Kettle, 1 Revolving round packing table, 1 Smith Stroke Chocolate Dipping Machine, 1 10-Horse Power High Pressure Automatic Gas Boiler, Wm. Kane's make, 8 Culter Hammer Electric Chocolate Warmer Tables, two girl capacity, 1 Culter Hammer Electric Chocolate Warmer eight girl capacity. All above machines good as new, guaranteed and priced to sell. If interested, write, The Venus Chocolate Co., Sidney, Ohio. 567, 9

FOR SALE—ONE GRAND RAPIDS Cooler, 3½ x 7 x 6 inches, weight 1,500 lbs., has 40 drawers and holds 80 trays. 1 Grand Rapids Cooler, 36 x 20 inches by 5½ inches high, weight 400 lbs., has 8 drawers and holds 16 trays. Whittle's, Bridge Sq., Rochester, N. Y. 567, 28

FOR SALE—ONE RACINE BON BON Cup Separator in strictly first class condition. W. F. Schrafft & Sons Corporation, Boston, Mass. 566, 77

FOR SALE—NEW NO. 6 LAMBERT Peanut Butter Grinder never been uncrated; ten per cent. under present factory price. Address H. C. Ikenberry & Co., Cloverdale, Va. 567, 79

FOR SALE—2 LATEST RACINE Sucker machines with blower shafting and 4 rolls for Penny and 5 cent pops. Kruger & Dickson, 167 Wooster St., New York. 567, 83

FOR SALE—LITTLE WONDER creamer, only used one month. Perfect condition, guaranteed. Made by W. G. Werner Co. Will turn out 50 pounds of cream in 30 minutes. Cost $400; will sell for $225. Address J. F. Schader, 276 New Main St., Yonkers, N. Y. 567, 99

ONE WERNER CREAM BREAKING Mixer for sale. Brand new. Will sell for half price. Address D 24, care Confectioners Journal. 567

FOR SALE—RECONSTRUCTED Candy and Chocolate Machinery for sale, immediate shipment: Revolving pans, peanut roaster, caramel wrapping machines, steel and wood moguls, Walter's dipping machine, Racine continuous cutter, Werner and Pfleiderer mixers, Springfield melangeurs, Bausman disc refiners, Kihlgren systems, starch bucks, Schrafft systems, gum mixers, Crystal cookers and coolers, cream mixers, Greer system, Bausman disc reducer, Mills ball machine, cream beaters, sizing machines, plastic hard candy machines, Carey cocoa presses. Write for prices, etc. J. Edward Baum, Inc., 606-612 West 55th Street, New York City, N. Y. 567, 95

Machinery for Sale

FOR SALE—1 KNOTT'S CRISPETTE machine (power), 1 hand printer (starch), 1 Racine depositor, 1 Racine starch buck, 1 Racine barrel beater, 1 Racine 150-lb. chocolate melting kettle, 1 Carey 300-lb. chocolate melting kettle, 2 Fritz chocolate coating machines, 2 Positive plowers (Lehman), 1 Cowan conveyor truck, type G; 50 platforms; 3000 starch trays, 32 x 14½ x 1¼; 25,000 pounds used starch. Address J 24, care Confectioners Journal. 567

FOR SALE—TWENTY-FIVE HUNdred extra heavy crystal pans, made by August Maag Company. Size at top, 15¼ x 9⅜. Size at bottom, 13⅞ x 7⅞. 2¼-inch vertical depth. Made of No. 18 gauge tinned iron with heavy re-enforcing rod around the top. Are slightly rusty, owing to disuse. Washing with sand soap will make them good as new. Price in lots of 100—25c each; 500—20c each; 1,000—15c each. F.O.B. Boston. W. F. Schrafft & Sons Corporation, Boston, Mass. 567, 100

Machinery Wanted

WANTED—GOOD SECOND-HAND enrober with automatic feeder, preferably with stringer. State manufacturer's number on machine. Address H 20, care Confectioners Journal. 566tf

WANTED—SPRINGFIELD DEPOSitor, ball beater 7 feet, starch buck marshmallow beater, enrober, chocolate melting kettle not less than 400 pounds, melangeur 7 feet. Give complete description, price and terms of sale. Address G 24, care Confectioners Journal. 567

WANTED—YORK BATCH ROLlers, Ball cream heaters, iron chocolate melting kettles. Address L 22, care Confectioners Journal. 567

WANTED—30 REVOLVING PANS, 38 inches, with steam. Address F 22, care Confectioners Journal. 567

WANTED—SUGAR GRINDING Machine complete for grinding Powdered Sugar. Ward-Owsley Co., Aberdeen, S. Dak. 567, 55

WANTED—NATIONAL EQUIPment Co. Continuous Cooker complete with everything. Must be in first-class working condition; also Simplex Vacuum Cookers for gas and steam. Address B 24, care Confectioners Journal. 567

WANTED—SUCKER MACHINE, Power Caramel Cutter, and Collum Cooler. Kolb Candy Co., 501 S. 61st St., Philadelphia. 567, 84

For Sale

FOR SALE—SMALL CANDY FACtory, manufacturing Pan goods Hard candies and Chocolate, located near N. Y. City. Price $10,000. Address N 22, care Confectioners Journal.

ICE CREAM CONE PLANT FOR Sale. Doing $200,000 yearly business. Will sell good-will and all cheap. L. Kalis, 58 Bicknell St., Dorchester, Mass. 565-6-7, 47

For Sale

FOR SALE—SMALL CANDY FACtory located in north-western Ohio city of 45,000 population. Completely equipped with latest machinery and tools, in use less than one year, including Springfield Coating Machine, Kihlgren System, Steam Chocolate Melting Kettle, Simplex Starch Buck, Cream Depositor, Marshmallow Beater, Cooling Tables, Hand Printer, etc. Building under lease, low rent for four years. Splendid opportunity. Fine territory. Address B 20, care Confectioners Journal. 567

FOR SALE—A $37,000.00 PAID-UP close Candy Corporation (wholesale only) manufacturing a fine line of chocolates and hard candies, also a well-equipped soft drink department, in the best small city on Pacific Coast located on a harbor with splendid near future development. Only plant of its kind within a radius of 125 miles. Has A1 credit rating and reputation and sells to every retailer in the territory. Reason for selling made known to prospective purchasers. Investigate this proposition at once. For full information address C. W. Parker, Secy., Chamber of Commerce, Marshfield, Oregon. 567, 22

FOR SALE—CONFECTIONERY, DOing a good business, one of the best places in the best town in the country. Price $11,000. Cuny's, 405 E. Douglas Ave., Wichita, Kan. 567, 20

FOR SALE—EXCEPTIONAL OPportunity to get into candy business at Seattle, Washington, as manufacturer. Modern well-equipped plant — assured sales—excellent future. Reasonable terms. Principals only. Address K 18, care Confectioners Journal. 567

FOR SALE—CONFECTIONERY MANufactory. To settle estate must sell newly equipped, thoroughly modern, chocolate and candy factory in first-class condition. Ideal location in New York City for labor and transportation facilities. Efficient machinery provides facilities for all processes of manufacture from bean to cocoa butter, chocolate coating, hard candy, high grade package lines, etc. Equipment includes five story brick building in good repair, corner plot 50 x 100 which we will sell also or lease on reasonable terms. Opportunity unusual for profitable business on basis of sales turn-over of $1,000,000 or more. Address D 18, care Confectioners Journal. 567

CONFECTIONERY AND ICE cream business for sale, retail, wholesale and manufacturing, established 35 years, central part of New York State, in one of the best known summer resorts of the country, winter population about 14,000, summer population about 100,000. Best location in the city. Price about $9,000.00 cash, inventory is more than price asked. No reasonable offer refused on account of a disagreement. Address A 18, care Confectioners Journal. 567

Miscellaneous

FOR SALE—1,500,000 ATTRACTIVE Cigarette Cartons suitable for penny candy packages, price and sample on application, would consider trade on Sucker, Ball or Caramel Wrapping Machine. Ralph Wolff & Sons, Louisville, Kentucky. 567, 57

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Specialties Wanted

I CALL REGULARLY ON CONFECTIONERY Jobbers in New York State and New England. Am well acquainted with them and **I am very careful with credits;** slow or poor payers are not on my calling list. I want a good side line, penny goods or bars. Address M 22, care Confectioners Journal. 567

SALESMAN—HAVE BEEN SELLING to manufacturing confectioners in Ohio, Indiana, Michigan for number of years. Would like to add wooden pail account to my present line on commission basis. Address G 22, care Confectioners Journal. 567

OLD LINE SALESMAN CALLING on the jobbing trade regularly, West Virginia, Maryland, Virginia and Washington, D. C., wants good line penny chocolates, pail goods and nickel sellers, regular five per cent. commission basis. Address J 20, care Confectioners Journal. 565, 12 M

SPECIALTIES WANTED—SALESman with seven years' experience and excellent following in territory desires to represent manufacturers of candies of proven merit in Indiana, Ohio and Michigan. Headquarters in Detroit. References submitted. Address O 24, care Confectioners Journal. 567

THE NEW ENGLAND STATES ARE waking up a little and will consider a specialty of good quality, but low price—we cover the New England States and can handle such a specialty. Address P 18, care Confectioners Journal. 567

Specialties Wanted

AN OLD TIME RELIABLE CANDY salesman wishes three or four specialties for State of New York and Connecticut. Address Wm. A. Gray, 54 Greyrock Pl., Stamford,, Conn. 567, 26

A SALESMAN TRAVELING FOR over twenty years is looking for good penny specialty for states of North and South Carolina, Georgia, Florida and Alabama. Commission basis. Address M 18, care Confectioners Journal. 567

SALESMAN—YOUNG LIVE WIRE now selling the jobbers wants line or specialties to sell to the jobbers and large buyers in Philadelphia and vicinity. Address L 18, care Confectioners Journal. 567

WANTED — PAIL SPECIALTIES, pan work, penny goods, 5c bar lines, candy novelties, glass novelties. Guaranteed results. The best representation to be had in La., Southern Miss. Address J 18, care Confectioners Journal. 567

PENNY GOODS LINE WANTED BY largest brokerage selling organization in the United States. Territory covered monthly:—Pennsylvania, New Jersey, New York, Maryland, District of Columbia and New England States. Address G 18, care Confectioners Journal. 567

A GOOD SALESMAN TRAVELING the South for 15 years wants good lines cocoanut specialties to sell jobbing trade on commission basis. Address E 20, care Confectioners Journal. 567

SALESMAN VERY WELL ACquainted with New York and nearby jobbers desires a good reliable candy line. Address C 24, care Confectioners Journal. 567

Agents Wanted

WANTED — BROKERS, JOBBERS, specialty men to sell best candy of its kind—make us prove it. Send for samples and details. Address Arctic Ice Cream Co., Detroit, Mich. Candy Dept. 566-7, 38

BROKERS WANTED IN THE MIDdle Western and New England States to represent a large Baltimore manufacturer of high grade and special package goods, bulk goods and 5 ct. numbers. Probably the livest, finest line of Chocolates made in the United States. Applicants must be prepared to give the best of references, must be aggressive, militant, have acquaintance with both jobbing and retail trade in their territory. We are not interested in small business, and if you are, please don't answer this advertisement. Our account is probably the most important and profitable in the United States. Answer to Benton Clement, Treasurer, 113 Water Street, Baltimore, Md. 567, 10

JOBBERS AND AGENTS TO handle soft wood sucker sticks and wooden stick specialties. Sample and prices on request. Bellefonte Lumber Co., Bellefonte, Pa. 567, 1

Business Chances

A GREAT MONEY MAKING OPportunity lacks capital. Will sell secret plans, rights, equipment, etc., for making Lehman's sweet milk, cream and butter chocolates, having greatest demand of all chocolates. John B. Lehman, Halifax, Pa. 567, 5

Lost Sales

Women's Wear suggests the following list of reasons under the caption, "You Lost the Sale Because"—

You did not show the merchandise in an efficient and interesting manner.

You didn't know what was advertised.

You failed to sense the customer's wants.

You failed to give intelligent answers to inquiries made.

You made statements that didn't ring true.

You showed little interest in the transaction.

You looked tired or bored when the customer approached.

You failed to smile and make yourself pleasant.

You hurried your customer in trying to force a decision.

You made the customer feel she knew nothing about the goods and you knew all.

You did not present a neat business-like appearance.

You thought you could "size up" your customer.

You failed to notice what was on display in the show windows.

You underrated the customer's buying power and displayed goods too low in price.

You made side remarks to your counter mate about the customer's clothing or appearance.

You entertained friends while the customer waited to be served.

You exaggerated the value of the goods on sale.

You made the customer feel selling was not your forte.

You failed to have a grasp on the worth and value of the merchandise.

You tried to air your knowledge of things foreign to the business in hand.

You tried to get too familiar with the customer, or by a like token not friendly enough.

You "knocked" another store or goods the customer told you she favored.

You tried to assume that "know it all" air.

You talked disparagingly about your firm and store.

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Strength in Food Colors Means Economy in Coloring



Sealed at the factory

Certified to Bureau of Chemistry; Dept. of Agriculture.

"National" Blends (certified)

most popular in the Candy and Confectionery Trade

Borderine	American Beauty
Ceylene	Raspberry Red
Rubaline	Currant Red
Sulta	Strawberry Red
Benga	Fruit Red
Burno	Red Orange
Toki	Yellow Orange
Rosea	Rose Pink
Carnata	Carnation Pink
Myrtine	Pistachio Green
Celetine	Blue
Sitro	Lemon
Solona	Dark Yellow
Plumna	Plum

YOU can't measure the economy of food colors by the cost per ounce of the colors themselves. What you buy is *results*—not materials. So it's the *strength* of the colors—the quantity of your product that a dollar's worth of them will treat—that determines their actual cost to you. Strength in food colors means economy in their use.

One of the outstanding superiorities of "National" Certified Food Colors is their exceptional strength. They not only meet the standards fixed by the Government, for official certification, but in strength they exceed most food colors offered for sale.

"National" Certified Food Colors, basic colors and blends, are not only economical, but their absolute uniformity and unequalled brilliancy insure the highest degree of satisfaction from their use.

Our food color experts are constantly solving many difficult color problems that are submitted to them by users of "National" colors. We gladly place this service at your disposal without cost.

Leading supply houses and jobbers sell "National" Certified Food Colors — insist on getting them

Certified Food Color Division

National Aniline & Chemical Company, Inc.

21 Burling Slip, New York

NATIONAL COLORS

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THE PUYALLUP LABORATORIES SITUATED MIDST THE WORLD'S FAMOUS BERRY GARDENS

Let Our Generous Sample Offer Convince You

We want to prove to you that PUYALLUP FRUIT PRODUCTS, direct from our own laboratories in the Valley of the Mountain, the most wonderful berry gardens in the world, are

Highest Quality at Lowest Price

Therefore we make this unusual offer: To any responsible applicant, requesting it on business stationery, we will send, prepaid, with our compliments, anywhere in the world, *One Case of 6 10-Ounce Samples of Confectioners' Crushed Fruits.* Test them. Use them as you will. Note the delicious quality. Note the fine color; the appealing flavor. Then compare the price with what you have been paying. *We'll leave the rest to you.*

The point is this: Our fruits are grown in the best valley in the world for bush fruits. No other berries compare with them. Look at the mountain in the picture. Fifty square miles of ice there keeps the valley perpetually irrigated and insures it against too great heat. Our laboratories are in this valley. Fruit picked in morning dew is processed by sunset.

Being at the source of supply of the world's finest fruits, with the backing of 1800 organized growers; having the most modern equipment and ample storage, we can make prices that can't be equalled. Just write NOW for our Sample Case and prove it for yourself.

PUYALLUP & SUMNER FRUIT GROWERS CANNING COMPANY

PUYALLUP, WASHINGTON

Jobbers and Distributors

We have a wonderful proposition to offer in territory still open. We want live distributors with good selling organizations. Write NOW for particulars.

PUYALLUP QUALITY

MARASCHINO CHERRIES and

Confectioners' Crushed Fruits

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WALTER BAKER & CO'S.
Liquor Chocolates and Coatings



REG. U. S. PAT. OFF.

Are the Standards of the Trade for Confectioners' Use

Sweetened and unsweetened; light, medium and dark, whatever the difference of color or flavor, all are *absolutely pure*, smooth and uniform to work.

The taste and appearance of confections depends largely upon the coating.

Send for Samples and Prices

WALTER BAKER & CO., LTD.

Established 1780 **DORCHESTER, MASS.**

57 Highest Awards at the Expositions of Europe and America

288 Pages of New Ideas, Recipes and Valuable Information—*$3.00*

THE new Thirteenth Edition of RIGBY'S RELIABLE CANDY TEACHER is a real storehouse of knowledge which can be of benefit to any confectioner.

The trade-winning formulas, new ideas and valuable information contained in this 288-page book are based upon W. O. Rigby's 30 years of experience in the candy business. The contents are written throughout in the very plainest language. Every class of candymaking is covered by the 900 formulas. Sections are devoted to cost-finding, candy advertising, the pure food laws as they affect candy, and much miscellaneous information of inestimable value to the confectioner. Illustrations appear throughout the book.

Every confectioner—whether large or small—can increase his earning power through the use of this book. Even one mistake which it might prevent, or one moneymaking idea which it might offer you, would pay the small cost of this book many times over.

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RIGBY PUBLISHING CO.
908 W. 10th St.
Topeka, Kansas



Send further information / **Send book C.O.D. $3** / **Remittance attached** — **Cross out lines not applying.**

Name .....

Address .....

City and State .....

The Flaherty Candy Co., Chicago, increased its capital stock from $2,400 to $20,000.

M. Dillon plans to open a new confectionery store at West Jackson and North Madison Streets, Thomasville, Georgia.

Valentine Brothers, the Syracuse, N. Y., confectioners, plan to open a third store at 106 North Salina Street.

"Hole in the Wall" Candy Co., Salt Lake City, Utah, will open its third retail store at 6 West Second South Street.

A. D. Albright has opened a new confectionery store, his third, at Walnut and Asylum Streets, Knoxville, Tenn.

John Mirras bought the confectionery business of Thomas Thompson at Perry, New York.

Mary Lincoln Candy Co., has opened a new store at 510-512 Locust Street, McKeesport, Penna.



Long's

OX-HEART
Brand
Chocolates
and Rapid Selling Confections

Send for Price List

OSWEGO CANDY WORKS
OSWEGO, N. Y.

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HAVE YOU RECEIVED
the
Sample Book of Floral Papers
with this trade mark on the cover? If not, write today.
BREUKER & KESSLER CO., 709 Arch St., Phila., Pa.
Lithography

NOTE BOOK

Charles Tumbleson, confectionery, Beatrice, Neb., sold out to Jack Berry.

Julius Lorge bought a confectionery business at Coleridge, Neb.

Geo. W. Thomas & Son, Geo., Jr., succeeded W. H. Rogers in the cigar and confectionery business at Dodgeville, Wis.

R. J. Swecker and A. L. Janss bought the Candyland confectionery store at Belle Plain, Ia.

George Reklites bought the interest of his brother in the Topeka Candy Kitchen, Topeka, Kan.

The Mayflower Candy & Nut Co., Columbus, Ohio, increased capital from $100,000 to $200,000.

Pite Lovas opened a confectionery business at Troy, Ohio.

K. D. Wetherley has opened a fine new confectionery store at Main and Elizabeth Streets, Ansonia, Conn.

Duber Miller purchased the Pointer Confectionery business at Mount Union, Ohio.

Harry B. Burt has purchased a fine confectionery and bakery business at 325 West Federal Street, Youngstown, Ohio.

Mrs. Irene Spang has opened a home confectionery at 228 South Eleventh Street, Lebanon, Pa.

Miss Mabel Fennie has purchased the Bates' confectionery business at Clinton, Iowa.

5c
PECONUT CRISP MADE IN OLD VIRGINIA
WESTMORELAND CANDY CO. INC. RICHMOND, VA.
"Every Taste a Pleasant Thought"

YOU REMEMBER ME
A Peanut and Cocoanut Blend made in the good old Virginia way from our Special Formula
24 Pkgs. to Carton 40 Cartons to a Case
Write for Samples and Prices
WESTMORELAND CANDY CO., Inc.
Manufacturers
RICHMOND, VA., U. S. A.

Fred L. Mitchell & Son
WALNUT MEATS
160 lb. Barrels
For Ice Cream Makers, Bakers and Confectioners
50 lb. Boxes
SANTA ANA, CALIF. 214 French Street

Look! Starch Boards



Why not buy your Starch Boards from Us, who manufacture them by the thousands? All sizes, any style. Write us for prices and testimonials of our many satisfied customers.
ACME BOX COMPANY
22d and Loomis Sts. Chicago, I

PATENTS AND TRADE MARKS
The tremendous success of the recently invented confection "ESKIMO PIE" has demonstrated the wonderful possibilities of protective patents and trade-marks for novel confections.
Patents procured, trade-marks registered. Twenty-two years' experience. Instructions and terms on request.
ROBB, ROBB & HILL
924 McLachlen Bldg., Washington, D. C.
1389 Hanna Bldg., Cleveland, Ohio

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Boost your Chocolate Egg Sales this season with

SELF-LOCKING EGG CARTONS



Fine for Counter or window display—Each Chocolate Egg *appears larger and is brought out to the finest advantage,* due to the low cut cells.

The Patented Self-Locking Cover closes down and locks into place, making the box complete.

Sell your Chocolate Eggs by the box. When the package is opened by the purchaser—*how large and how good the contents appear.*

Ready for immediate shipment Self-Locking style boxes to hold 6 or 12 Eggs printed in brown ink on white boxboard with the words *"Chocolate Eggs"* in Old English type tastefully arranged.

Send a trial order today. Satisfaction guaranteed.

Prices:				Weight
100	6 egg size	$1.65	plus postage	7 lbs.
100	12 " "	1.75		14 "
1000	6 " "	$14.00	F.O.B. Chicago.	
1000	12 " "	15.00		

Cell Size 1¾x2¼ inches deep.

SELF LOCKING CARTON CO.
CHICAGO - - ILLINOIS



BOXES PAILS SHOOKS



SCALE BOARD BOXES

(For Glace Fruits, Nuts and Pastes)

We have supplied Packages to the Confectionery Trade satisfactorily for twenty-five years. May we supply you?

J. WESLEY BRINDELL
Suite 613-D, 7 East 42d Street NEW YORK

Double-Triple Ball and Peanut Vendors

NEW, NOVEL PREMIUM FEATURES
Legitimate Everywhere



Sells more gum in a day than the ordinary ball gum machine sells in a month.

Write for our Circular containing full particulars.

BALL GUM
All Flavors and Colors
$20.00 Per Case of 10,000 balls
Special Prices to Jobbers and Operators

WALTER GUM COMPANY
21-23 Dodworth Street BROOKLYN, N. Y.

FIPAX

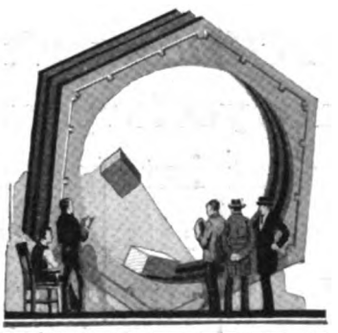
Trade-Mark

— The OVER TEST Container

When you standardize on Fipax—the OVER TEST container—you are assured the absolute minimum of loss through breakage in transit.

Why? Because exactly the right combination of carton, partitions, packing, etc., will be determined through actual laboratory Drum Test to meet your own particular requirements.

To any responsible concern interested in determining the most efficient shipping case combination, we offer the services of our laboratory for a thorough test and, of course, without obligation upon your part.



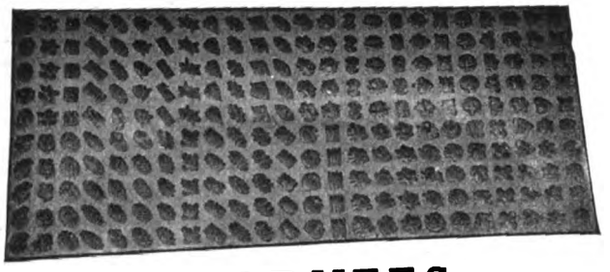
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The FIBRE CO. Detroit, Mich.

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VOORHEES RUBBER CANDY MOLDS

ADVANTAGES

Elimination of Starch Mussiness
Speedy Production Through Quick Cooling
Close Placement of Cavities
Uniformity of Size
Regularity of Detail
Precise Weight
Ease of Handling

ASK FOR FOLDER WITH FULL DETAILS

VOORHEES RUBBER MFG. CO. TRADE MARK

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20 to 58 Bostwick Ave.
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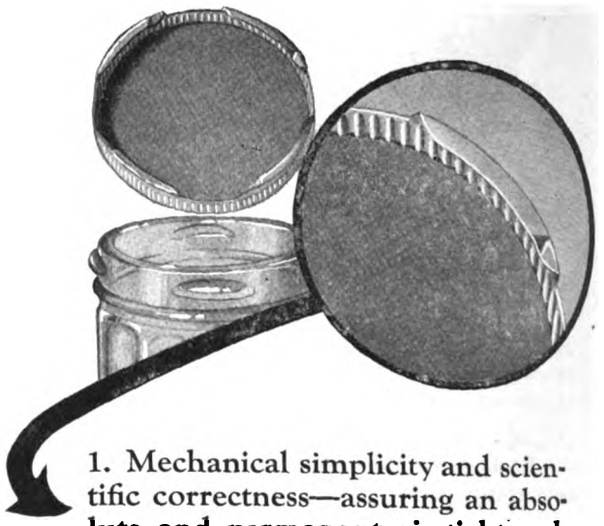
New York 30 Reade St. Kansas City 2945 Main St.

IF YOU haven't written us yet for *your* copy of that interesting, instructive little booklet: "How to increase your profits in the boiling room"—tear this out as a memo. to do so today

JOSEPH BAKER SONS & PERKINS CO. Inc.

Baker-Perkins Building, White Plains, N. Y.

What you should know about the Duplex Seal



1. Mechanical simplicity and scientific correctness—assuring an absolute and permanent air-tight seal.

LOOK at the illustration.

Metal flanges or undergrips on the cap which lock under the glass lugs on the neck of the container.

Both seal and container are so designed that when the seal is placed on the bottle and rotated a quarter turn of the wrist to the right, the metal flanges pass under the glass lobes and set up a spring pressure through the top of the seal which holds the liner down firmly at all times.

2. Liners to meet chemical and physical requirements of the product.
3. Standard designs or special seals having trademarks handsomely embossed or lithographed.
4. Quick application by means of hand closing tools or power closing machines, where volume is necessary.
5. Two parts only. No springs, levers or wires liable to be broken by the customer.
6. Opened by quarter turn of the wrist. Closed with the same easy motion—a *positive* resealing device.

The Duplex Seal protects the products of hundreds of manufacturers of food products, toilet specialties, household remedies, candies, etc., against deterioration, evaporation or leakage.

Practically all glass manufacturers can supply containers with a perfect Duplex finish to fit Duplex Seals.

* * *

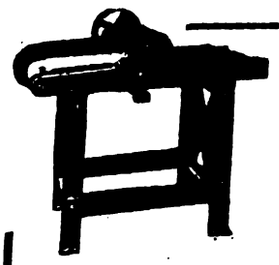
Interesting information regarding the glass package art, artistic Seal designs, Seal liners to meet special chemical reactions, etc., gladly furnished by our Service Laboratories to manufacturers of hard candies. Our new catalog is interesting.

The Duplex Seal

A PERFECT SEALING & RE-SEALING CAP FOR GLASS BOTTLES & JARS

NATIONAL SEAL COMPANY, Inc.
Executive Offices - 14th Avenue and 36th Street, Brooklyn, N.Y.
Works - BROOKLYN, N.Y. PORTLAND, ME.

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Caramel Cutter

Very rigidly constructed. Built in three sizes. An exceptional unit when operated in conjunction with power sizing machines.



Nougat Cutter

The improved BELT MOTION of this machine is a feature worth investigating. Now in operation in several of the largest companies.



Starch Printer

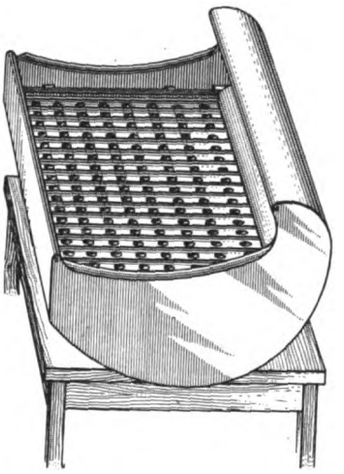
A very strongly built machine with several New Features. Constructed entirely of metal. Can be operated by hand or power.

Paramount Machinery Co., 44 E. Allen Street Philadelphia - Pa.

BUILDERS OF CONFECTIONERY MACHINERY

Cherry and Nut -:- Filler -:-

For making centers of cream castings in moulded starch, filling it with nuts, cherries, berries and other fruits. Fills a board in ten seconds. One girl does the work of ten. Calculate saving of cost.



Pays for itself in half month

Equipment: One tray of 180 divisions and latest improvement. Weighs thirty pounds. Standard size price $200. For further particulars send size of starch board.

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385 Cornelia Street

Brooklyn, N. Y. U. S. A.

HERE'S YOUR CHANCE TO KNOW THE GOODNESS OF BEN-MOORE MOULDS

Save $2.27

Introductory Assortment

1	No. 06 Egg Set	$ .70
1	" 012 " "	1.40
1	" 333 Solid Rabbit	1.00
1	" 11 Hollow "	.75
1	" 33 " "	1.25
1	" 22 " "	1.00
1	" 25 " "	1.25
1	" 66 " "	2.00
1	" 77 " "	2.00

77 is similar to 33 but is 7½ in. high—9 oz.

Total	$11.35
Less 20%	2.27
Net	$9.08

UNTIL APRIL 15, 1922

we will mail this Complete Assortment POSTPAID, direct, to any address in the United States upon receipt of $9.08. Only ONE to a customer.

You will want more, through your Jobber. Order your Assortment NOW. Save $2.27.

Easter Eggs

No. 06—3⅞ in. high—3½ oz. Hollow. Decorated, 40c; Plain, 30c.

No. 012—5⅛ in. high—5 oz. Hollow. Decorated, $1.00; Plain, 40c.

One Decorated and One Plain half to a Set unless otherwise ordered.



No. 66—10 oz.	No. 25—4 oz.	No. 22—4 oz.	No. 33—5 oz.	No. 11—2 oz.	No. 333—35 to 1 lb.
9½ in. high	6½ in. high	6 in. high	5 in. high	3¾ in. high	Six in a FRAME
$2.00	$1.25	$1.00	$1.25	$0.75	$1.00

Weights given are for solids. Hollows would be ⅛ or less. Illustrations are less than 1/3 actual size.

BEN-MOORE MANUFACTURING COMPANY

Factory—220 Essex St., Brooklyn, N. Y. **New York Office—140 Nassau St.**

Guaranteed Moulds for Plain and Fancy Eggs, Bars, Cakes and Novelties. Special Moulds made of your own Designs.

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Good Wood Boxes

For the Confectionery Trade



Made in all sizes from small, light boxes for carrying five pounds to heavy cases for freight shipments.

LOCKED CORNER BOXES
BOX SHOOKS
STARCH TRAYS
DRYING BOARDS

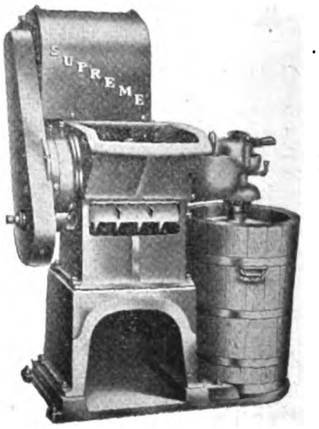
The A. H. Green Co.

103 Park Ave. **New York**

SUPREME

MOTOR DRIVEN COMBINATION
ICE CREAM FREEZER AND ICE BREAKER

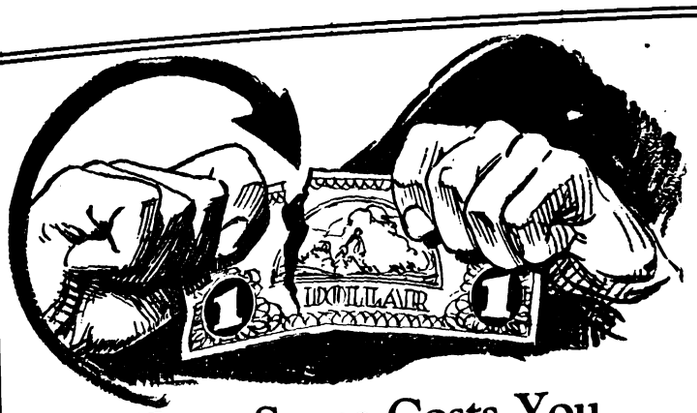
Velvety Ice Cream With Any Desired Overrun



Also Makes Exquisite French Ice Cream and Water Ices

Nickel-Silver can, Cover of Tinned Bronze, self-sealing.
Dasher of Tinned Bronze.
Breaker can be operated without freezer.
Gears and belt covered as required by law.
Dealers—Investigate our claims before arranging for 1922.
Write for our proposition, it protects you.

FRANKLIN P. MILLER & SON
East Orange, N. J.



Waste Space Costs You
this much of every dollar

Your counters and show cases occupy almost a third of the total space of your store. Unless you are getting full display value out of this one-third, you are wasting a costly part of every dollar bill. Instead of wasting this fraction of a dollar, you can add it on. You can make your overhead dollar reach farther.

Panay Horizontal Show Jars occupy space otherwise wasted or improperly used. They are attractive, sales-compelling fixtures that give 100% display, keep bulk goods perfectly fresh, quicken sales, increase profits, and facilitate handling more customers.

PANAY SECTIONAL SHOW CASE CO.



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Starch and Grain Sugar Moulds

Send for Catalog

Starch Mould Patterns

Large variety of latest cut of fruit and nut cream bars, one and half ounce to two ounces. Chocolate Centers, French Creams and Butter Creams and patterns of all kinds of Jelly Work.

J. FRAUENBERGER & CO.
4909 N. Fairhill Street PHILADELPHIA

ICE CREAM MOULDS

Manufactured by

FR. KRAUSS' SON

333 W. 18th Street New York City



Knott's Pop-Corn Grinder that pulls the pop corn apart

POP-CORN MACHINERY

Complete outfits for retail or wholesale manufacture

Candy Wrapping Machines :: Candy Cutters and Coolers

E. R. KNOTT MACHINE COMPANY 1 Ellery St., S. Boston, Mass.

Metal and Bentwood Chairs, Stools and Tables

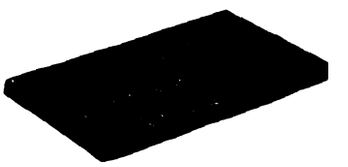


That are attractive and serviceable for Confectionery and Drug Stores

Write for Catalog and Prices

The Chicago Wire Chair Co.
619 N. La Salle Street
CHICAGO ILLINOIS

Chocolate Molds



BARS, CAKES, FANCY PIECES

Double Molds for Hollow Figures

PANS—LARGE and SMALL

EPPELSHEIMER & CO., 34 Hubert Street, New York City

POP CORN PROFITS ARE VERY LARGE CRISPETTES ARE THE BIG MONEY MAKER



Gibbs says: "Sold **$50.00** first night!" Erwin's little boy makes **$35.00** to **$50.00** every Saturday afternoon. Meixner reports **$600.00** business in one day. Kellogg writes: "**$700.00** ahead first two weeks." Master's letter says: "—sold $40.00 in four hours." During March, 1921, Turner was offered **$700.00** clear profit above cost of his investment to sell. **There is money**—lots of money—in **Crispettes.** Times make no difference for most of these records were **made in 1921**—were made while people are crying **hard times.**

This is the most rapid machine for crispettes. Requires minimum labor —least operating expense. The material in a batch costs least, the crispettes keep better, are better eating and sell better than those made by any other process.

Sell Pop Corn CRISPETTES. It is the biggest money maker in the candy line.

Long Eakins Company
191 High St. Springfield, Ohio

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Keep Your Candy Saleable in Handsome Heekin Cans

Your candy will always be fresh, crisp and saleable if it is packed in Heekin Cans. For these cans are air-tight. They keep your goods from getting sticky even in warm or damp weather.

Heekin Cans are the most attractive containers you can use. Your label will be beautifully lithographed in any color combination on every can you buy. Lithographed labels are a part of the cans—they cannot tear off—they will not soil easily.

Heekin Cans are tough—strong! They protect your goods in shipment and storage.

Tell us your requirements. We will send you complete information and a free sample can by return mail. Write today.

THE HEEKIN CAN CO.

New and Culvert Sts., Cincinnati, Ohio

HEEKIN CANS

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A suggestion for boosting your fountain business

McKEE All-Glass Dispensers on a fountain attract attention and attract sales. In them, bright-colored syrups are inviting reminders of what delicious thirst-quenching drinks you sell; they bring more customers to your soda fountain than when the flavors are hidden.

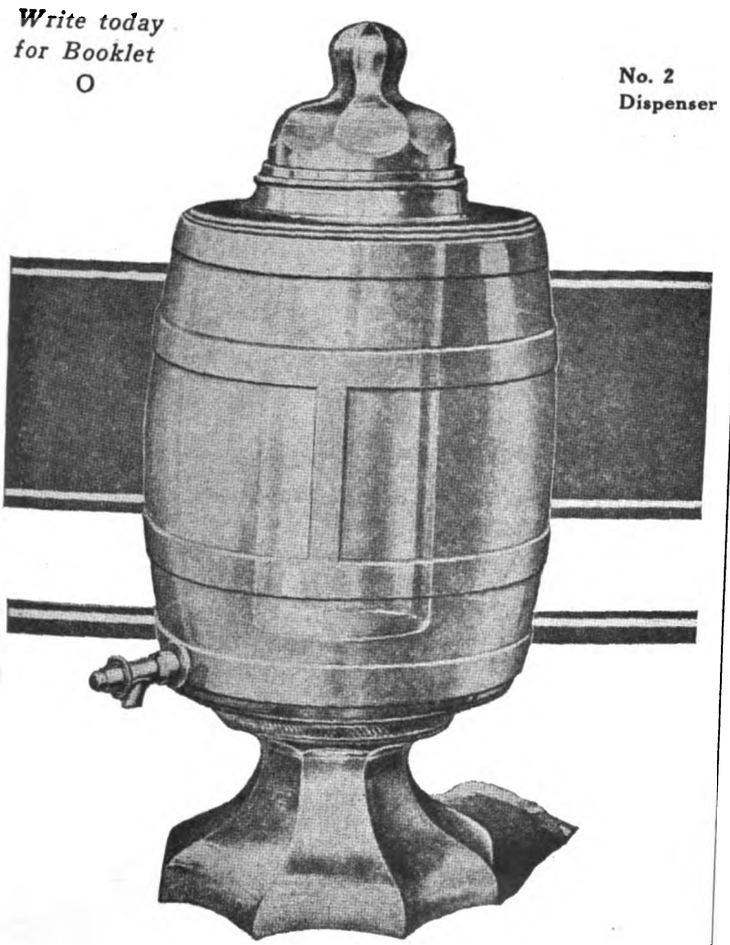
The cleanliness of McKee Dispensers appeals to customers. Folks can *see* that no dust or flies can reach the syrup. And to particular people that means a lot.

You'll find it so easy to keep McKee Dispensers clean. The all-glass construction can be made spotless and sparkling with but little effort. *The metal parts will not corrode.*

McKee Buttermilk Containers are ideal. They absolutely will not clog. The milk is thoroughly stirred and made of the right consistency for drinking by a few turns of the bail. McKee Fixtures mean more sales and less trouble.

McKEE GLASS COMPANY
Jeannette, Pa.

Write today for Booklet O



No. 2 Dispenser



The only display jar that will DRY OUT sticky candy

—try this famous ARIDOR test in your own store

Take candy that has become sticky and lumped together in an ordinary display jar (at left above). Place it in an ARIDOR Display Jar and screw on the exclusive patented ARIDOR cap.

In a short time the candy will again be as crisp and dry as the day it left the factory (at right above).

No other display jar will do this because no other has the patented cap, containing an absorbent mineral salt that *removes* moisture from the contents of the jar. The patented ARIDOR cap operates in exactly the opposite manner from the humidor; it *removes* moisture where a humidor *releases* it.

ARIDOR Display Jars will keep your hard candies absolutely dry, loose and lustrous in the hottest and dampest weather; they will stop completely your losses from spoilage. They give splendid counter or shelf display.

PREVENT HOT-WEATHER SPOILAGE THIS SUMMER —display your hard candies in ARIDOR Jars. Low cost, soon pay for themselves. Recommended by leading candy manufacturers. Ask your jobber's representative about them or write today for further information.



Aridor upright dispensing jar, 5 inch opening.



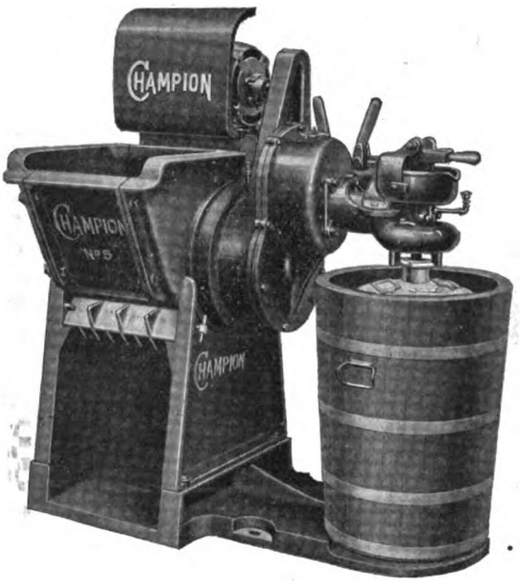
Aridor Cluster—clear flint glass giving splendid display.

THE ARIDOR COMPANY
589 E. ILLINOIS ST. CHICAGO, ILL.

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ANNOUNCING A NEW

CHAMPION



THE NEW MODEL NO. 5 COMBINED ICE BREAKER AND ICE CREAM MACHINE OF 40-QUART CAPACITY IS NOW READY FOR DELIVERY.

Power Saving —The motor dry and silent chains on this machine makes it possible to run either the breaker or ice cream machine separately or as one unit. This also increases the life of the machine.

Transmission —The heavy cut gears run in oil, thereby eliminating all common wear at this point.

Maintenance —The ring oiler interchangeable die cast babbit bearing, which is a new feature in this model, permits anyone to renew these bearings easily and thus reducing the overhauling cost to the minimum. These die cast bearings are carried in stock and can be quickly supplied when necessary.

Construction —The teeth in the breaker are straight shank, diamond pointed, making it possible to cut the ice without crushing it and thus eliminating "snow." The base of the machine is extra heavily coated, thereby eliminating vibration. The gears throughout are well constructed to give maximum weight.

Descriptive circular explaining the advantage of this new model will be sent upon request. We also manufacture Champion Ice Breakers,—capacity from one to forty quarts per hour.

The Allman Gas Engine & Machine Co.

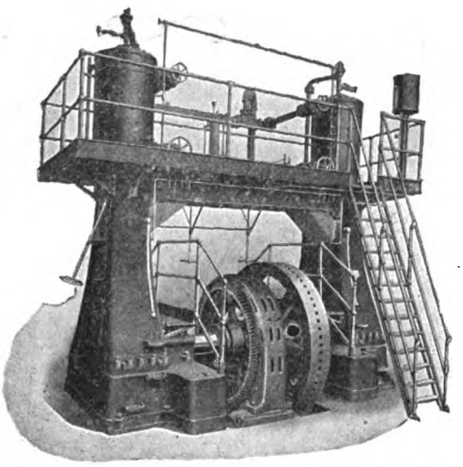
461 CANAL STREET, NEW YORK

The CHAMPION LINE

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QUALITY YORK SERVICE

YORK Semi-Enclosed Refrigerating Machines



WHERE electric current is available at a reasonable cost, our Semi-Enclosed Machine, with direct motor mounting, makes a neat, clean and highly economical plant—no belts, no engine or steam lines.

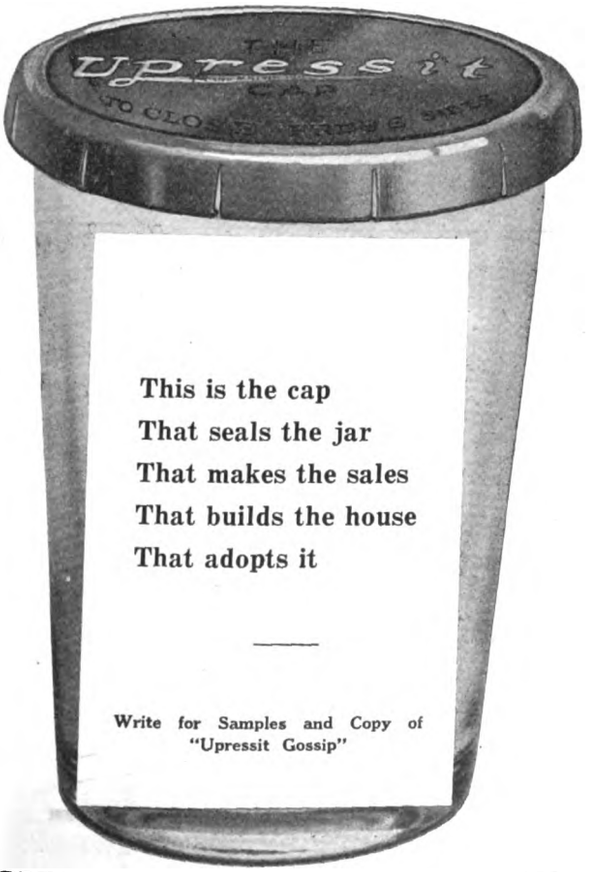
These machines are built in sizes from 30 tons refrigerating capacity upwards—occupy a comparatively small floor space—utilize, ***without waste,*** all the power developed by the motor. That's why the largest users of Refrigerating Machinery in the Ice Manufacturing, Cold Storage, Packing, Confectionery, Dairy and other industries are using these machines profitably in their business. Complete list of users will be sent gladly upon request.

The satisfactory performance of YORK Semi-Enclosed Refrigerating Machines, with direct motor mounting, warrants your investigation.

Write us.

YORK MANUFACTURING COMPANY
(Ice Making and Refrigerating Machinery exclusively)
YORK, PA.

"THE CAP THAT CAPTURES"



UPRESSIT PRODUCTS CORPORATION
15-21 Wilbur Ave., Long Island City, N. Y.

ESTABLISHED 1905 ESTABLISHED 1905

B. H. HUBBERT

Coppersmith and Contractor

Designer and Builder of:

Confectioners' Copper Work.
Copper Vacuum Pans.
Copper Steam Jacketed Kettles, plain.
Copper Steam Jacketed Kettles, with single and double motion mixers.
Copper Revolving Pans, plain and with steam coils.

If you are in the market for good copper kettles, get in touch with

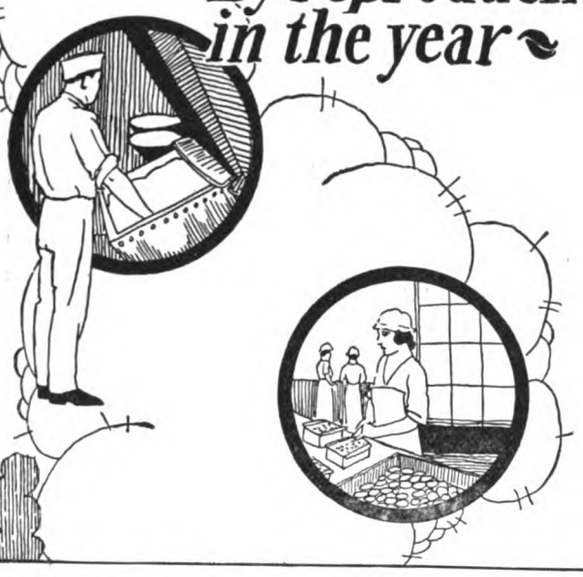
B. H. HUBBERT

3603 E. Pratt Street
Baltimore, Md.

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Even Temperature and Constant Humidity Maintained Over the Entire Department

By reproducing the Ideal Day 365 days in the year



AND the method of doing this is by introducing by the Sturtevant-Fleisher System "prepared" air into the Departments at just the right temperature and containing the required percentage of relative humidity.

There is no guess work and no manipulating of windows or ventilators necessary. The action is automatic and requires little or no attention.

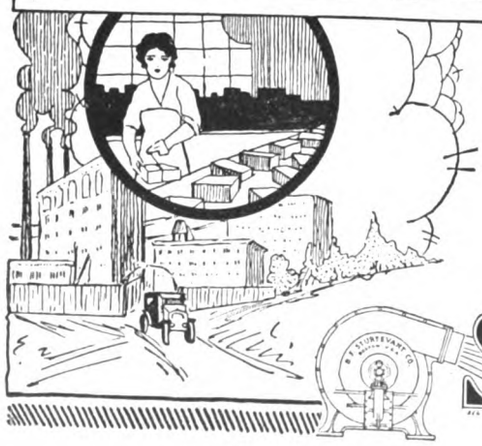
The Results?

The results are guaranteed. Each system must operate to do the work for which it is designed. If it does not, we will make such changes—at our own expense, as we think necessary. If it still fails to perform as guaranteed, we will remove it at our own expense. No charge will be made for installation, and all moneys paid will be refunded.

Such a Guarantee as this is written into every Sturtevant-Fleisher Contract, whether it is requested or not.

Don't you want the security of such a guarantee?



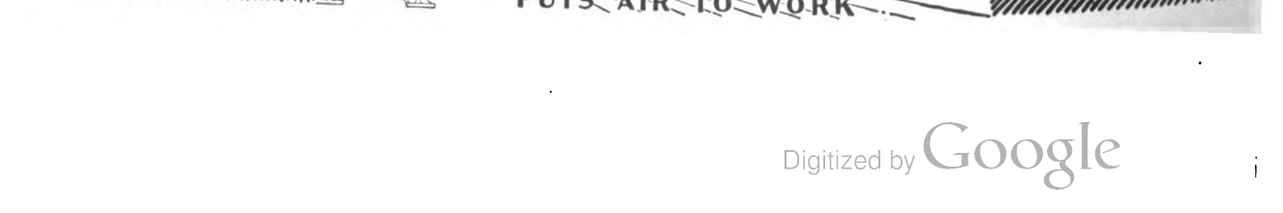


B. F. STURTEVANT COMPANY

Hyde Park Boston

W. L. FLEISHER & CO., Inc.
NEW YORK CITY

Design and Install all Sturtevant-Fleisher Air Conditioning Systems



Sturtevant

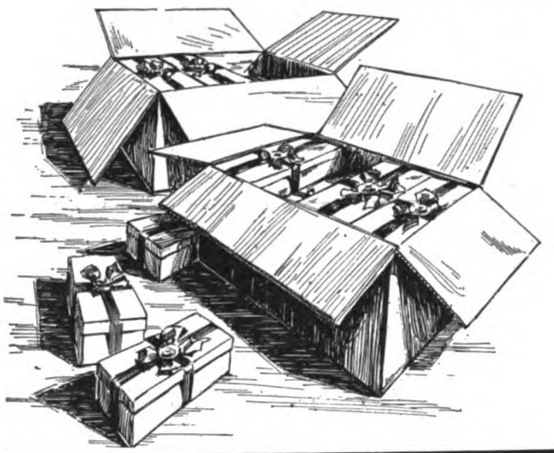
PUTS AIR TO WORK

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Inexpensive, Damp and Dust Proof H & D Boxes for Confectioners

SAFEGUARD the quality of your goods in storage and in transit by packing them in these highly protective water-proofed **Hinde & Dauch Corrugated Fibre Shipping Boxes.** They are by far the most economical, convenient and satisfactory containers you can find for packing your products.

H & D Boxes come to you folded flat and require but a minimum of storage space until ready to use. Inexpensive and light in weight, they will reduce your packing room costs and cut transportation rates. Your address and whatever publicity message you desire may be prominently printed on the box walls, advertising your product and assuring the return of lost shipments.



Tell us your requirements and specifications and let us quote you prices. A trial order will convince you of our ability to save you money and serve you best.

The Hinde & Dauch Paper Company

120 WATER ST. SANDUSKY, OHIO

Canadian Address: Toronto, King St. Subway and Hanna Ave.

Acme Coppersmithing Company, Inc.

COPPER WORK

of All Description

HIGH PRESSURE STEAM JACKET KETTLES

Our Specialty

If our work is not absolutely satisfactory in every respect, we will gladly accept the return of same and will bear all expenses.

All sorts of repairs, retinning, replacement of worn or burnt out parts, promptly and satisfactorily performed.

Safety is the corner stone of efficiency.
The more safety the less worry—the greater efficiency.

USE ACME JACKET KETTLES

1009-11 W. Ohio Street
CHICAGO, ILLS.

Trade with the Maker, and Get Prompt Delivery, Low Prices Best Work



Confectionery Equipment Our Specialty

The Revolving Pans have all latest improvements. **Clutch instead of tight and loose pulleys,** a unique feature of ACME REVOLVING PANS. Cut gears. Adjustable boxes on all bearings to take up wear on journals. Pans are made of heavy copper, nicely hammered; steam coil of copper pipe, thus insuring against rust, stuffing box is of a special design and the entire construction is of the very best materials and workmanship.

Larger and smaller sizes build to order.

Prices on application.



If interested in packages for hard candies, desire attractiveness, wish to lower packing costs and reduce transportation charges ask for samples of the—

KLEENKUP

MONO SERVICE CO. NEWARK, N. J.

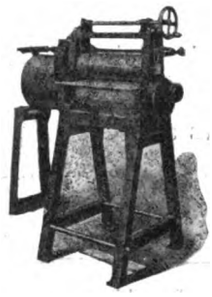
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IDEAL CARAMEL MACHINES

In response to an ever increasing demand for more substantial and more efficient candy machinery we have brought out the Ideal Machines described below, which are unexcelled for their purposes.

Ideal Candy Sizer

The Ideal Candy Sizer is made with solid base and absolutely rigid. It is built as a bench or floor machine. It is reversible and adjustable to any thickness up to two inches. It is especially designed to be used with the Ideal Candy Cutter.



Ideal Candy Sizer



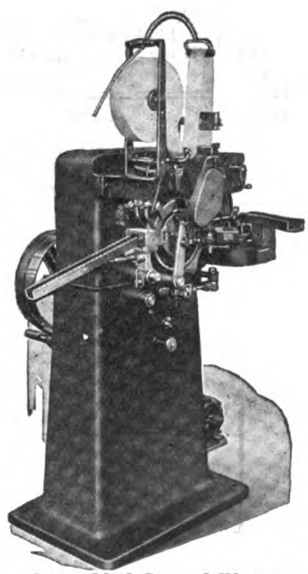
Ideal Candy Cutter

Ideal Candy Cutter

The Ideal Candy Cutter is absolutely rigid in construction. It is equipped with thirty seven-inch circular knives and one full set of collars. Knives may be taken off without removing the arbor shaft. Well guarded, cut gears make it practically noiseless.

Junior Model Ideal Caramel Wrapper

The Junior Model Ideal Caramel Wrapper is designed to fill the needs of the manufacturer whose output does not warrant the installation of the larger machine. It cuts and wraps in one operation caramels, pulled candy or any goods of equal consistency. It is the simplest caramel wrapper built. An unskilled girl can be trained in a few days and can pack as many pieces as six or eight hand packers. The Junior Ideal will quickly pay for itself in wages of hand labor saved.



Junior Ideal Caramel Wrapper

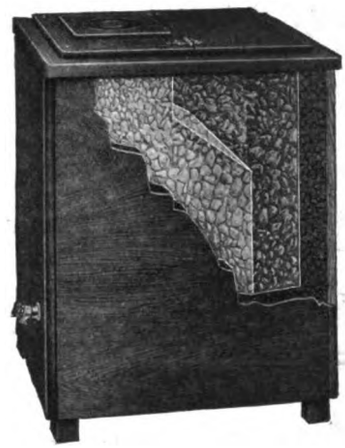
Write today for complete descriptions of Ideal Candy Machinery and prices.

IDEAL WRAPPING MACHINE CO.

Makers of Ideal Caramel Wrapping Machines

MIDDLETOWN NEW YORK

For Keeping Eskimo Pie in Perfect Condition—



The Grand Rapids Zero Brick Cabinet

Eskimo Pie, the new confection, which is meeting with such great success, must be kept in perfect condition to insure maximum sales.

Our Zero Brick Cabinet is ideally fitted for this purpose. The design is widely different from ordinary brick cabinets, one of the principal features being the separate covers for the Brick Tank and the icing compartment. The tank is held perfectly rigid—no floating. There is no chance of getting ice and salt into the brick compartment while icing.

The high efficiency of the cork-board insulation and construction means a constant low temperature and a minimum ice bill.

Take Advantage Now of Recent Price Reductions

Lower manufacturing costs enable us to give you the same high quality for which our line is noted at a lower price. Write today for prices and all other data.

Grand Rapids Cabinet Company

Successors to Chocolate Cooler Co.

50-58 Alabama Ave., N. W. Grand Rapids, Mich.

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The IMPROVED
Racine AUTOMATIC Sucker Machine

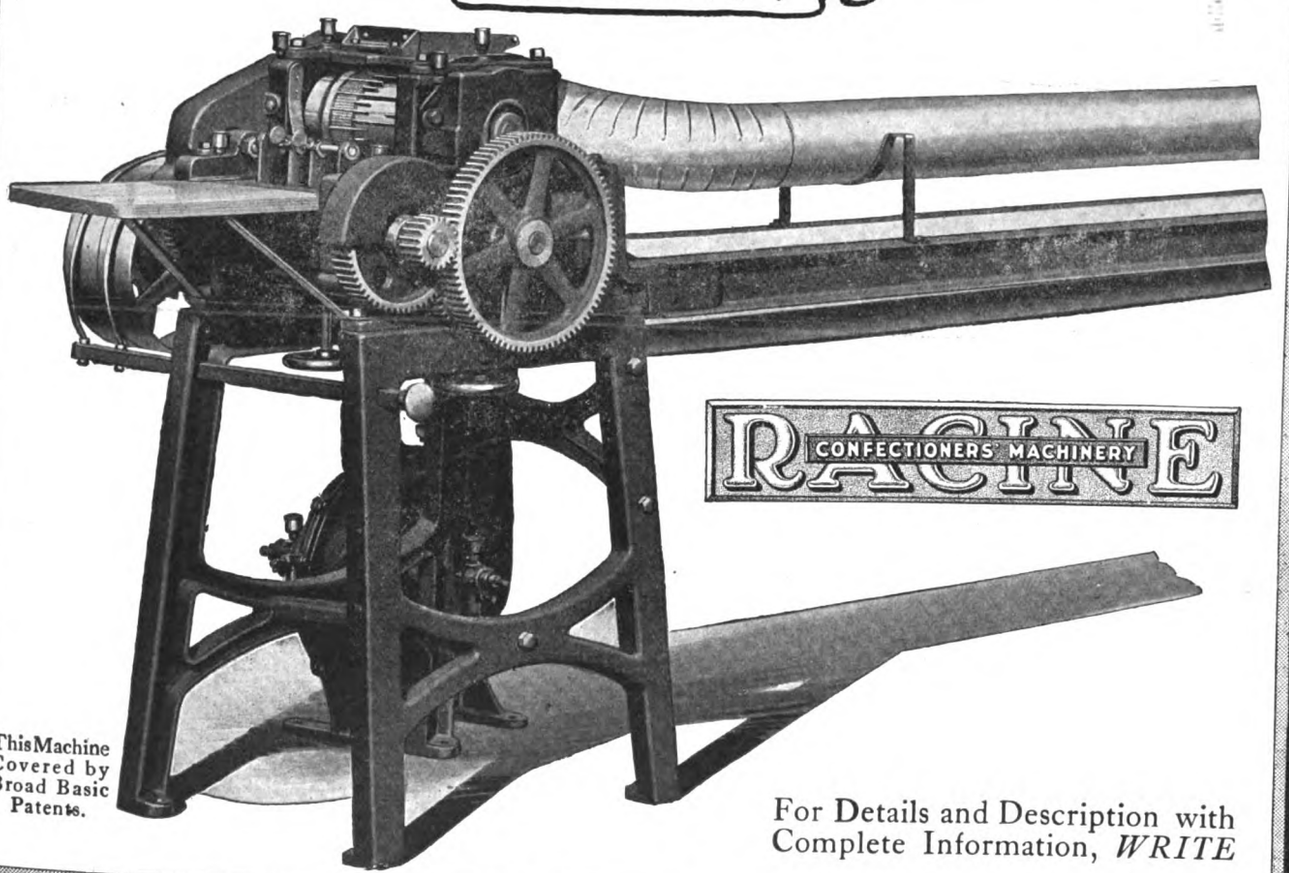
PRODUCES ON ONE MACHINE
BY A QUICK CHANGE
OF FORMING ROLLS

SUCKERS
ANY SIZE OR SHAPE
YOU WANT
30,000
OR MORE DAILY

SATIN FINISH GOODS
BUTTERCUPS
WAFFLES
PILLOWS
CHIPS
STRAWS

HARD GOODS
PEACH STONES
FRUIT TABLETS
COUGH DROPS
RASPBERRIES
ETC.

QUALITY QUANTITY ECONOMY



This Machine Covered by Broad Basic Patents.

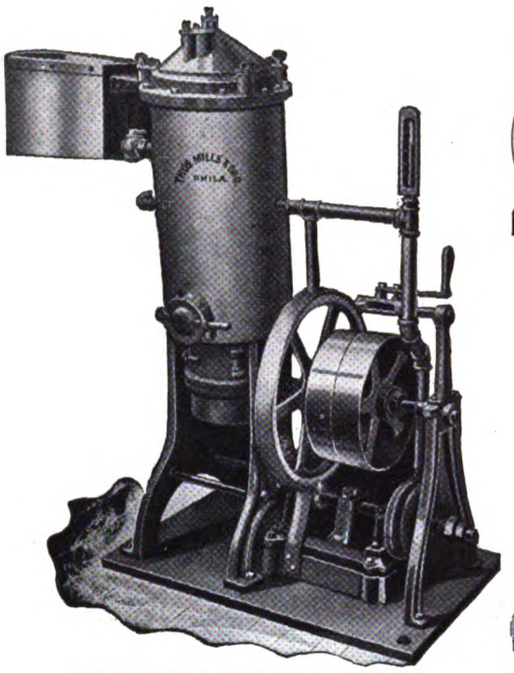
For Details and Description with Complete Information, *WRITE*

RACINE CONFECTIONERS' MACHINERY CO.
RACINE · WISCONSIN · U·S·A·

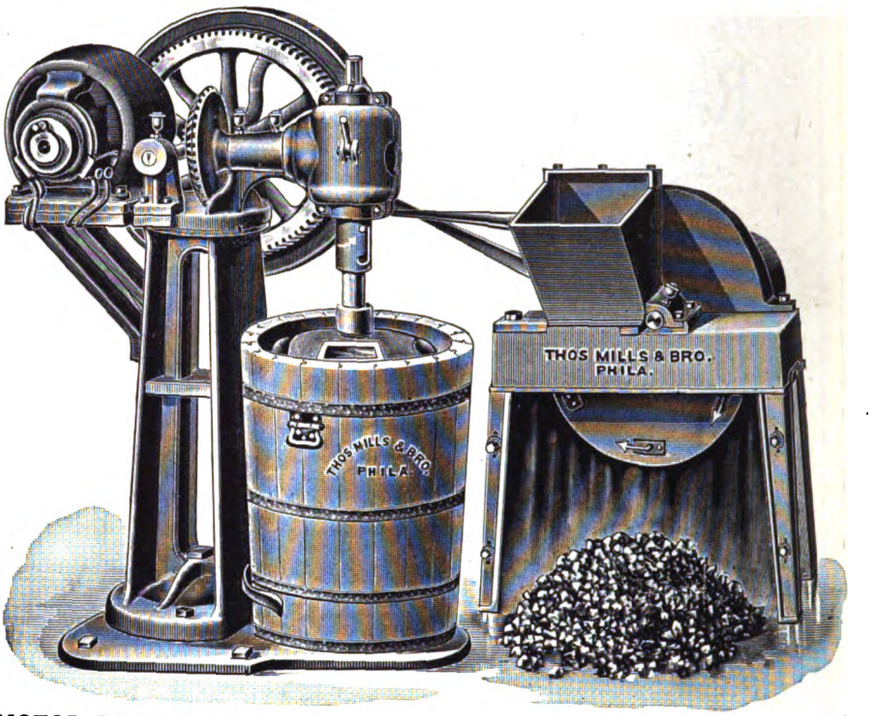
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Thomas Mills & Bro., Inc.

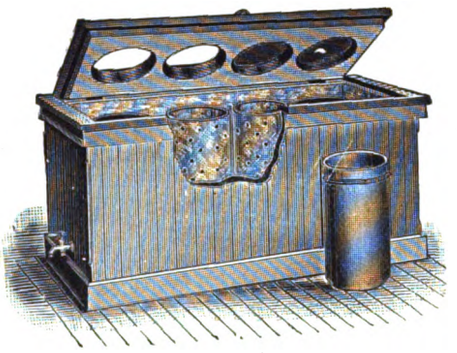
1301 to 1315 North Eighth St. (Established 1864) Philadelphia, Pa.



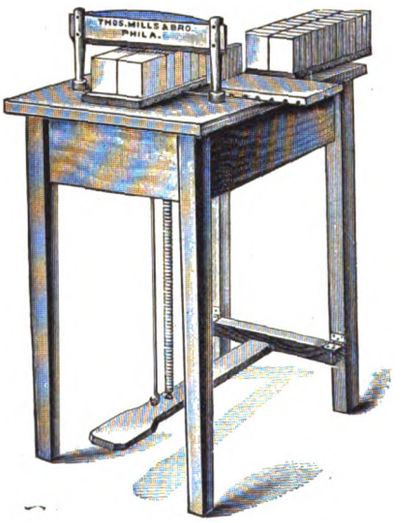
VERTICAL BRINE FREEZER.



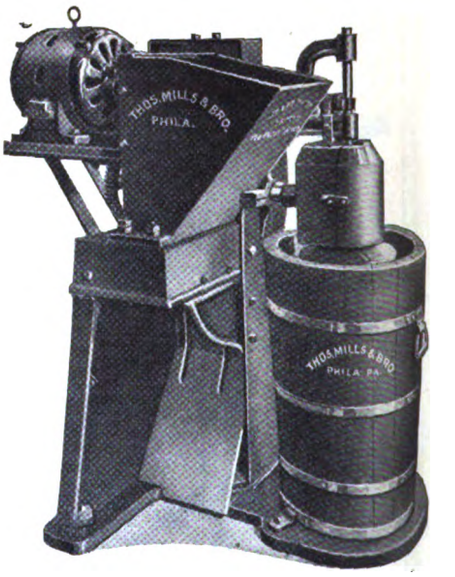
MOTOR DRIVEN MONITOR ICE CREAM FREEZER WITH PATENT DISC ICE BREAKER COMBINED.



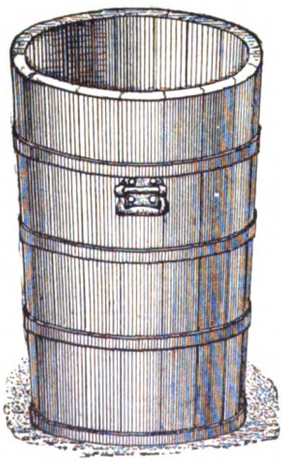
ICE CREAM CABINETS AND PORCELAIN LINED CANS.



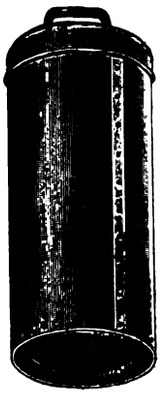
ICE CREAM BRICK CUTTING MACHINE.



MOTOR DRIVEN SUPERIOR ICE CREAM FREEZER AND ICE BREAKER COMBINED.



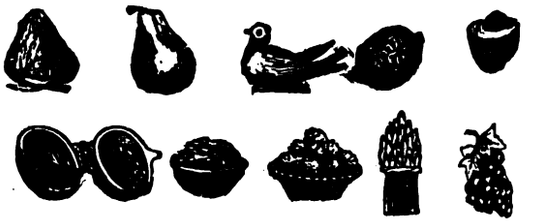
EXTRA HEAVY CEDAR TUBS.



ALL STEEL CANS, ROUND AND RAISED BOTTOMS.



VISIT BOOTH 32



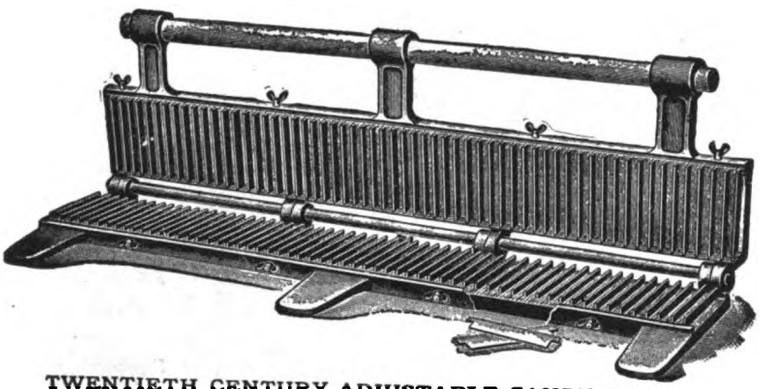
INDIVIDUAL METAL ICE CREAM MOULDS.

SEND FOR CATALOGUE ON ICE CREAM TOOLS AND MACHINERY

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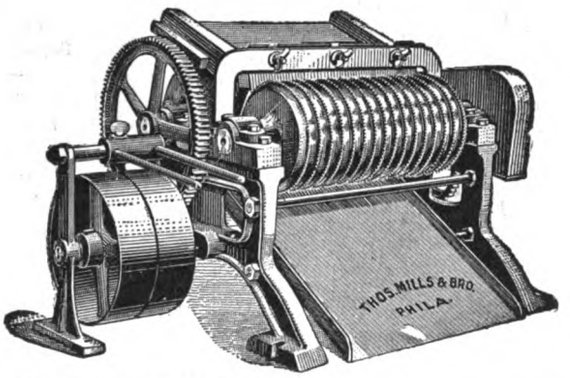
1301 to 1315 North Eighth St. (Established 1864) Philadelphia, Pa.



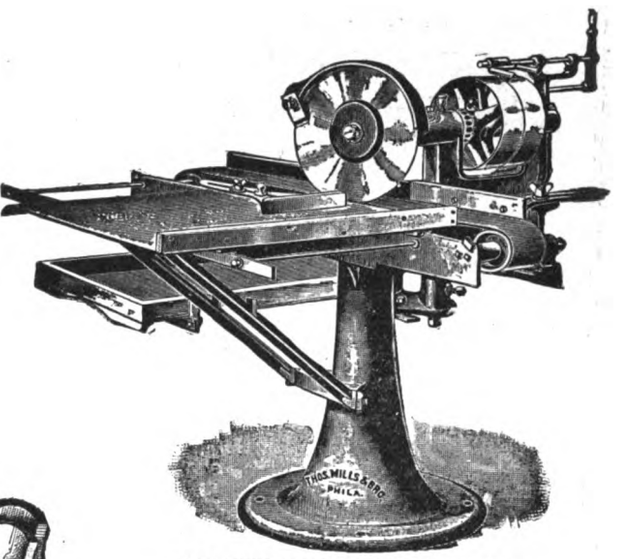
TWENTIETH CENTURY ADJUSTABLE CANDY CUTTER



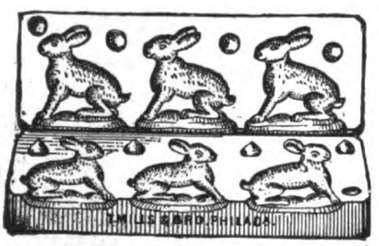
FORCED DRAFT CANDY FURNACE



BALL MACHINE FOR COCOANUT, CREAM AND CHICLE



MONITOR NOUGAT CUTTER



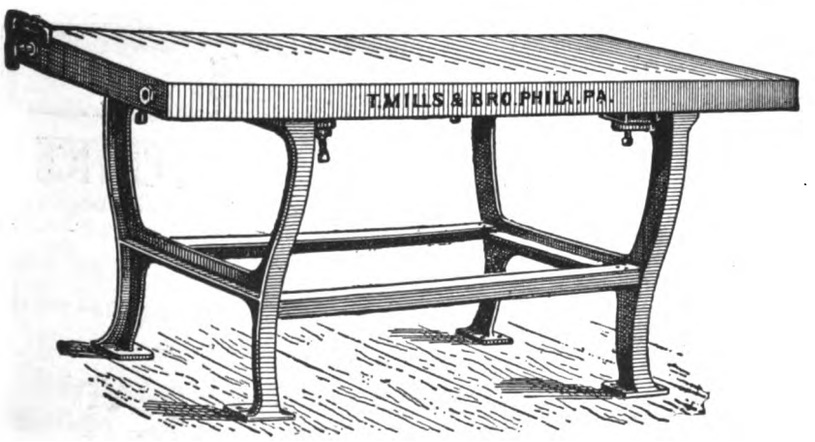
WATER MOULDS



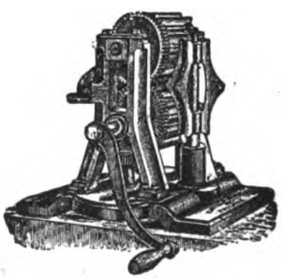
CLEAR TOY MOULDS



FRUIT DROP FRAME AND ROLLERS



MILLS CANDY COOLER



KISS OR LUMP CUTTING MACHINE

CATALOGUE SENT ON APPLICATION

Confectioners' Tools and Machinery **Ice Cream Manufacturers' Tools**

Bakers' and Cooks' Tools

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Here Are Some of the Things "INTERNATIONAL" ELECTRIC CHOCOLATE HEATERS Will Mean to Your Shop or Factory

—GREATER CLEANLINESS
—RAPID MELTING WITH DRY HEAT
—ACCURATE TEMPERATURE CONTROL
—SPEEDIER PRODUCTION
—MORE UNIFORM COATINGS
—LOWER REFRIGERATION COST
—LOWER ENERGY CONSUMPTION
—ECONOMY OF OPERATION
—NO FIRE RISK
—CONNECTS TO ANY LAMP SOCKET
—NO INSTALLATION EXPENSE
—GREATEST OPERATING EFFICIENCY
—IDEAL WORKING CONDITIONS
—BETTER SATISFIED EMPLOYEES
—UNIT SYSTEM OF EXPANSION

Write for our Bulletin C-2, describing our Chocolate Heaters and Tables complete.

There are three grades of Nickel-Chromium Alloy Resistance wire made under the Marsh Patents. What grade did you get in your heater?

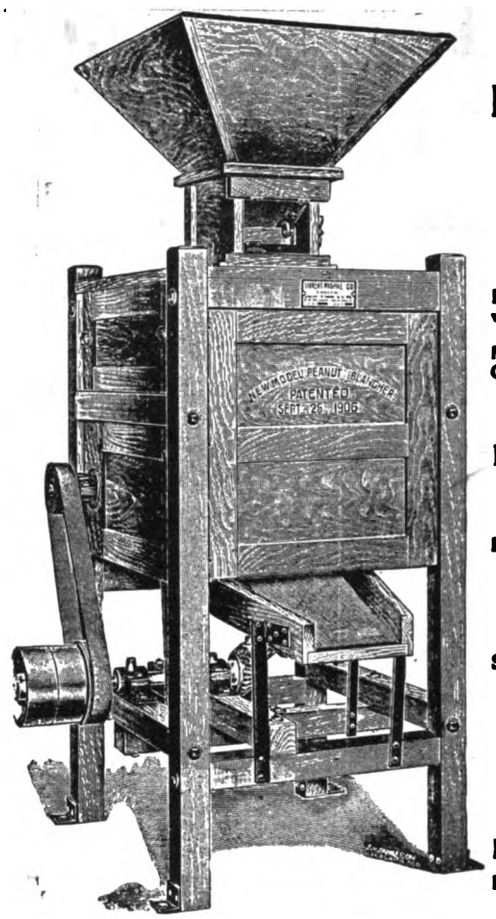
INTERNATIONAL ELECTRIC COMPANY
MANUFACTURERS
ELECTRICAL HEATING APPLIANCES
INDIANAPOLIS, U.S.A.

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"International Electric Heaters Are Better"



The New Model Peanut Blancher

The Standard Peanut Blanching Device used by the leading Manufacturing Confectioners

Efficient Economical Practical

Equipped with Automatic Feed Hopper

Patented Sept. 25, 1905

Write for Complete Catalog

Lambert Machine Co.
Marshall, Michigan

W. B. Bertels & Son Co., Inc.

Wilkes-Barre, Pa.

MANUFACTURERS OF

PLAIN and LITHOGRAPHED CANS

OF EVERY DESCRIPTION

QUALITY



SERVICE

WE MAKE CANS THAT SELL YOUR PRODUCTS

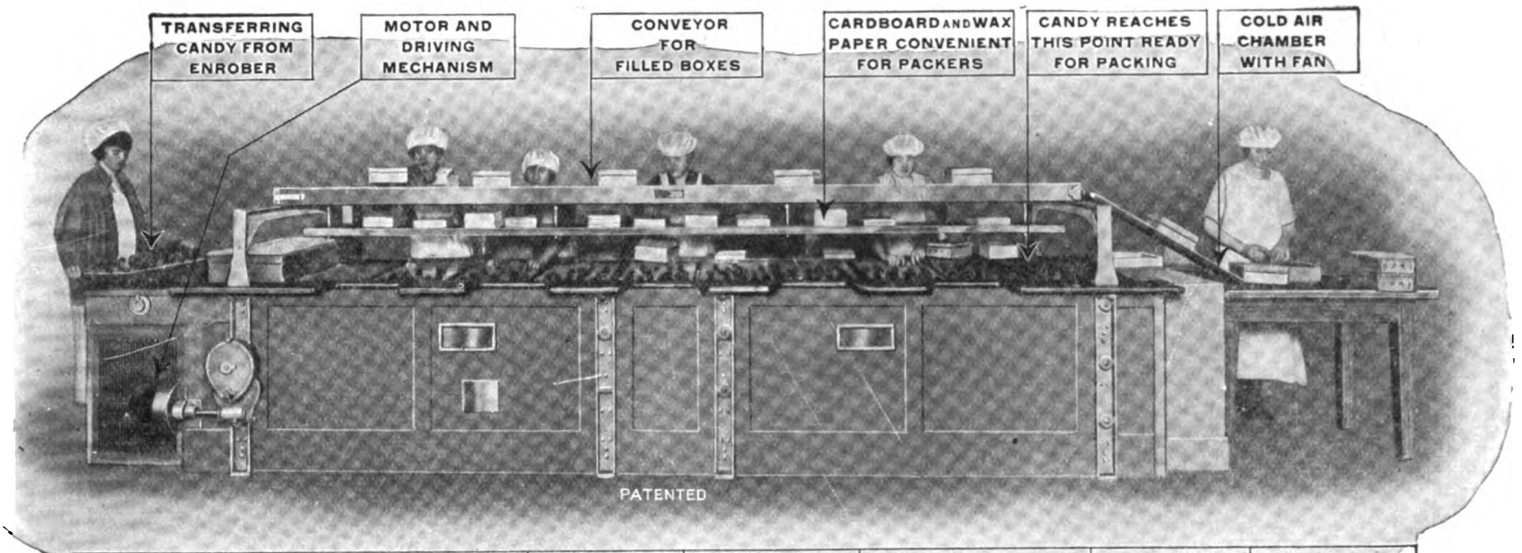
Write for our Prices

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THE NEW 1921 GREER

Chocolate { Drying / Conveying / Packing } Machine

For CANDY and CAKES!



STYLE	FLOOR SPACE	Height Over All	Distance Candy Travels	Approximate No. of Plaques per Hr.	POWER	WEIGHT
DM 60 Trays	3' 6" x 16'-10"	4' 3"	85 ft	200	½ H. P.	2600
DM 53 Trays	3' 6" x 15'-2"	4' 3"	75½ ft.	176	½ H. P.	2500
DM 46 Trays	3' 6" x 13'-6"	4' 3"	66 ft.	153	½ H. P.	2400

The Greer consists of a substantial iron and steel framework with or without enclosures, traveling and conveying attachments, and suitable driving mechanism.

This machine will speed up your production by placing before the packers ***200 plaques of perfectly dry goods per hour*** in a continuously uniform flow directly from the Enrober, and return all empty plaques to the Enrober.

The plaques of goods can be transferred from Enrober to steel trays which are placed on a skeleton tray (The Greer having 60 of these skeleton trays); or, the goods can be transferred direct to steel trays which are not removable.

Our system of cooling gives the chocolate a ***beautiful gloss*** by allowing it to become partially cooled before blowing the cold air directly on it.

This machine gives ***252 sq. ft. cooling space,*** allowing the goods to travel 85 lineal ft. successfully accomplished in ***16 ft. 10 in. by 3 ft. 6 in.***

Made in lengths from 12 ft. upward.

Shelf for wax paper, card boards, boxes, etc., ***made underneath the conveyor within easy reach of packers.***

This machine will care for all the goods Enrober can produce.

Saves ninety-nine per cent. of waste or scrap.

Goods can be packed direct from machine, in boxes or pails.

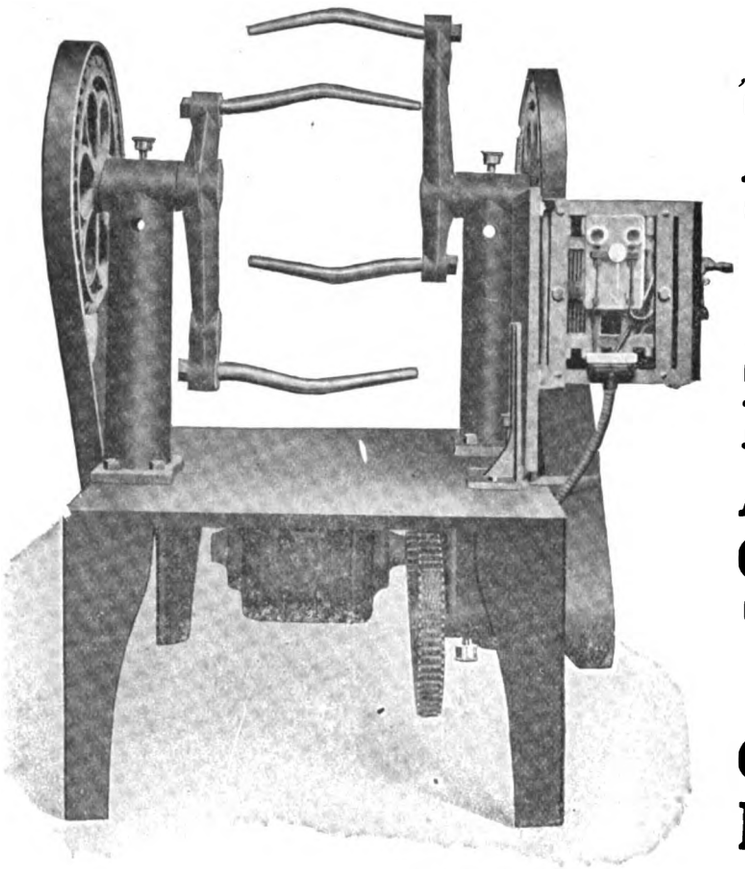
Regulated speed insures the proper setting of the chocolate, allowing plenty time to pack the goods. Prevents discoloration of your chocolate by heat.

Average cost of repairs per year on Greer machine less than ***$3.00.***

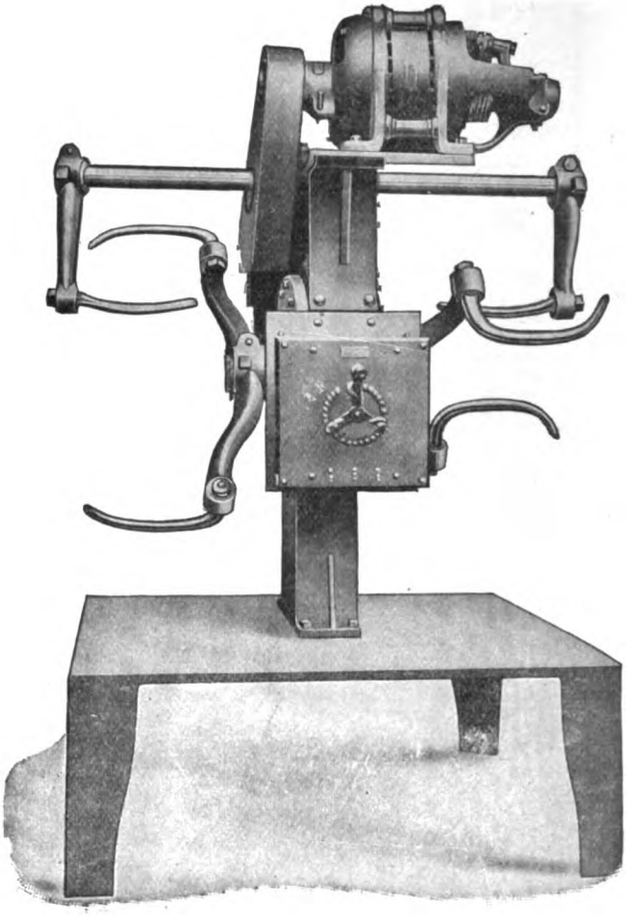
The Greer machines are patented ***Imitators warned against infringements***

J. W. GREER CO. 119 to 137 Windsor St., Cambridge, 39, Boston, Mass., U.S.A.

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SATISFACTION



FORM 3 — STYLE D MOTOR DRIVE
Capacity 50 to 100 lbs. per batch

FORM 6—STYLE R TWIN PULLER—MOTOR DRIVE
Capacity 15 to 100 lbs. on each side

REVOLUTION

A GREAT revolution has taken place in the pulling of all kinds of candy by Hildreth's Patented Candy Pulling Machine. Before the year 1900 all pulled candy was done by hand labor, which was unsanitary and unsatisfactory. Three-fourths of the candy pulled in the United States to-day is done by Hildreth's machines. Note what the machines are doing in the factories all over the country. They are pulling hard boiled candy which is made into stick candy, broken candy, chips, buttercups and all other hard boiled goods which are ordinarily pulled by hand.

Hildreth's machine will pull hard boiled goods in from two to three minutes. The machine also pulls molasses candy, either high or low cooked. It will also pull all kinds of chewing candies, high or low cooked, in about eight minutes. You can increase the batch about 20% in bulk over ordinary hand pulling. Your increase in penny count goods is about 20%. The machine pulls caramels and caramel mixtures.

You can work up your scrap and pull it on the machine and make good candy, where it is almost impossible to do so by hand labor, thereby saving the waste.

The machine pulls chewing gum as well as candy. The machine also pulls shoemaker's wax as well as candy. It also pulls a certain kind of white varnish as well as candy. In fact, it pulls anything that is pulled by hand.

You can use a lower grade of sugar, and make as good goods with the machine as you can with a higher grade of sugar by hand labor, thereby a saving in profits. With the machine you can pull every batch alike, making the candy whiter, lighter and uniform, which is of great value to all manufacturers.

The machine is ready to work at all times, day or night, without getting sick, tired, lazy or going on a strike, which is of great value to all manufacturers.

We have machines that pull from 10 to 25 lbs. at each batch, and from that size up to 300 lbs. at one pulling; so that if any manufacturer has much candy to pull he is losing money every day that he does not have one of our machines. In fact, it gives him absolute control over his pulling room, as well as saving a lot of money which would ordinarily be paid out in hand labor.

We do not sell the machines, but lease them by the year.

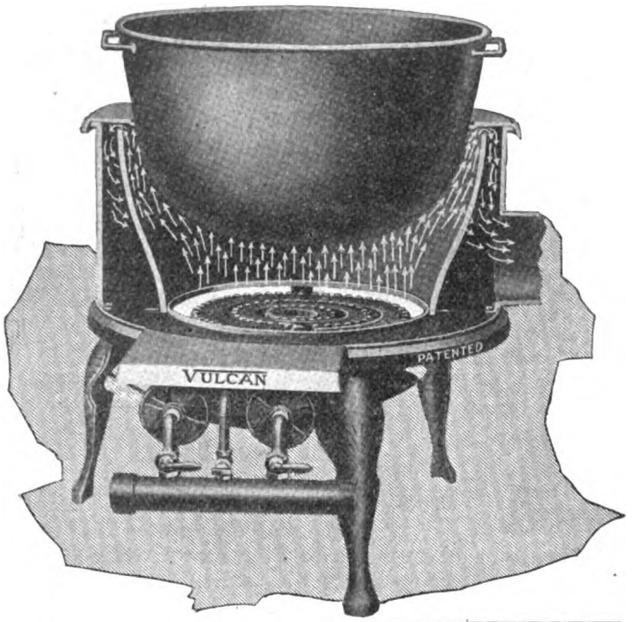
Write for descriptive catalogue and full particulars.

ADDRESS

H. L. HILDRETH CO.

549-559 Albany Street BOSTON, MASS., U. S. A.

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A Quick, Intense Heat Without Motor or Blower

This powerful, heavy-duty furnace will raise 50 lbs. of sugar and 12 lbs. of water to 340 degrees in less than 24 minutes without motor or blower.

VULCAN CANDY FURNACE

Note from arrows in illustration how heat is directed, and concentrated, against sides as well as bottom of kettle.

This Powerful 3-ring burner is single piece, cored casting. There are no cemented joints to cause leaks.

Graduated ring top permits use of any size kettle.

Economical, sturdy, dependable. Write for folder.

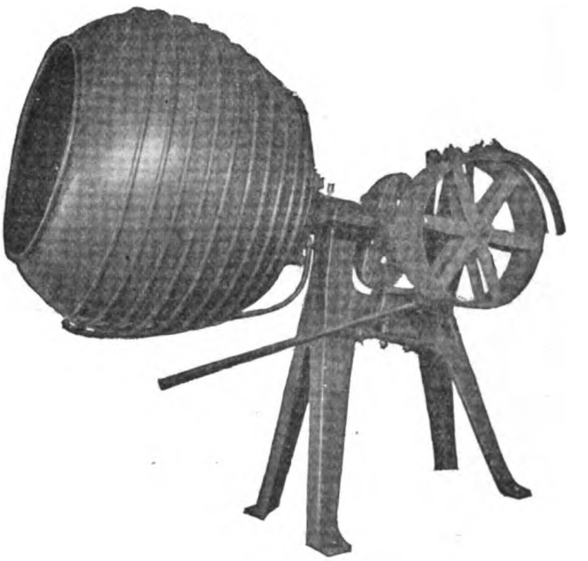
Wm. M. Crane Company

16-20 W. 32nd St.
New York City

Pacific Coast Distributors:
Northwest Gas & Elec. Equip. Co.
Portland, Ore.

Sold by Gas Companies and the following dealers:

Atlanta, Ga.
Bessire & Co., Inc.
Baltimore, Md.
The August Maag Co.
Geo. H. Wahmann Mfg. Co.
Boston, Mass.
H. A. Johnson Co.
A. A. Knights & Son
Jos. Middleby, Jr., Inc.
Three Millers Co.
Buffalo, N. Y.
Henry & Henry
H. J. Walz Co.
Emil A. Saenger
Cincinnati, Ohio
American China and Glass Co.
Hilker & Bletsch Co.
Cleveland, Ohio
Bruce & West Mfg. Co.
The Weideman Co.
Columbus, Ohio
Central Ohio Supply Co.
Dayton, Ohio
C. S. Ball Candy Co.
Detroit, Mich.
Foersterling Bros. Co.
E. B. Gallagher & Co.
Grand Rapids, Mich.
E. B. Gallagher & Co.
Houston, Texas
Houston Wholesale Conf. Stove Co.
Indianapolis, Ind.
Bessire & Co., Inc.
Los Angeles, Calif.
Standard Equipment Co.
Southern California Supply Co.
Louisville, Ky.
Bessire & Co., Inc.
Milwaukee, Wis.
H. C. Schranck Co.
Minneapolis, Minn.
Northwestern Bakers & Confectioners Co.
New Orleans, La.
Chas. Dennery
Pittsburgh, Pa.
Byrnes & Kiefer
Demmler & Schenck
Bernard Gloekler Co.
W. L. Knorr Company
Philadelphia, Pa.
Thos. Mills & Bro., Inc.
William Thomson
San Francisco, Calif.
Eng-Skell Company
St. Louis, Mo.
W. E. Beckman & Co.
United Bakers Supply Co.
St. Paul, Minn.
The Maas Keefe Company
Toledo, Ohio
E. B. Gallagher & Co.
Youngstown, Ohio
W. C. Zabel Company



Coating and Polishing Pans

for Gum, Almonds and Peanuts

Tight and loose pulley; clutch or motor drive

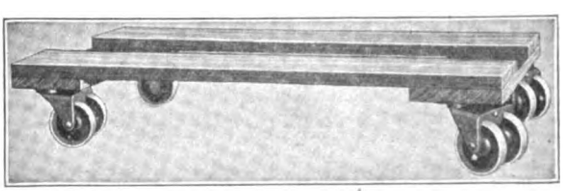
Let us figure on your needs

The Bucyrus Copper Kettle Works Co.
1874-1921
Bucyrus : Ohio

The Perkins Adjustable Dry Room

Saves fifty per cent. of your steam. Gives uniform work at all times of the year. Dries much faster. (Saves space, trays and trucks.) Perfectly clean. Easy to operate. Simple to install. Is not expensive. Hundreds in use.

Write for descriptive Bulletin No. 100, and prices on candy truck.



PERKINS "ONE MAN" TRUCK

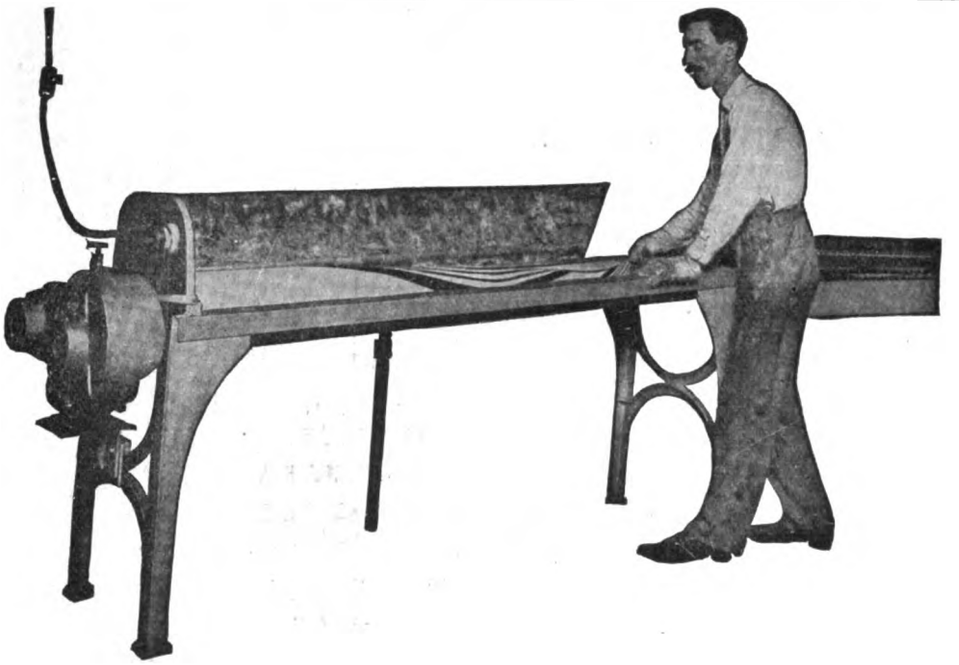
Elmer E. Perkins Company

Manufacturers

Offices
Wrigley Building, Chicago

Shops
Bradley, Illinois

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The N. W. York Batch Roller

Patented March 18, 1911

A Great Labor Saving Device

All kinds of work are handled on this machine. Crystal Rock is made easy. All kinds of Mixtures, Taffy Goods, Kisses, or anything in the candy line that is to be kept round is done so with this machine. It is a wonder for Buttercups or all soft-center work. Soft-center goods will not break out of cover on this machine like they do on the old spinning board.

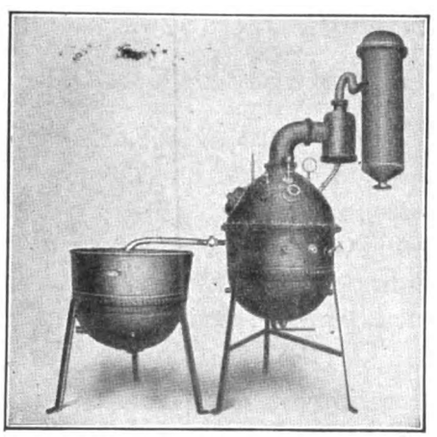
For making Little Sticks and all pure sugar goods, this machine fills a long-felt want. It keeps your batch at an even temperature all the time, and will operate either way at will of operator. Manufactured by

This machine will be sent to you on thirty days' trial. Why not give one a trial? Ask us about it.

EUROPEAN AGENTS:
W. H. BEERS & SON, Ltd., Imperial House, Kingsway, London W. C. 2, England.

C. C. YORK

225-227 E. Maryland Street, Indianapolis, Ind., U. S. A.

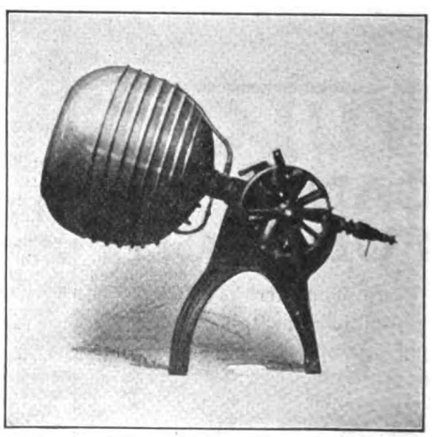


Latest Improved Vacuum Pan

We have been in Coppersmithing Business for generations hence our name

"KOPPERMAN"

Don't you think we ought to know how?

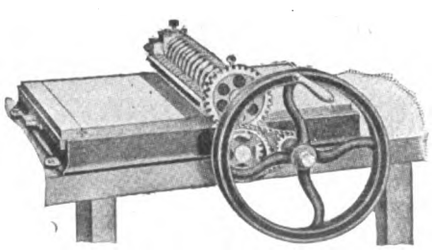


Revolving Pan

JOS. KOPPERMAN & SONS

Copper Work and Confectioners' Machinery

307-311 Florist Street **Philadelphia, Pa.**

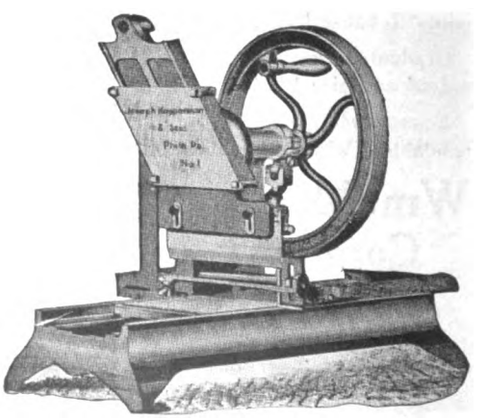


Hand Power Circular Knife Caramel Cutter

We manufacture any kind of Copper Kettle for steam or fire or vacuum *with or without mixers.*

All kinds of sizing, cutting, coating and cooling machinery

We furnish any piece of machinery used in a candy factory



Shearing Motion Cutter

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Simplex Vacuum Cooker Facts

THE Simplex Vacuum Cooker will make a better hard candy at a lower cost than is possible by any other known method.

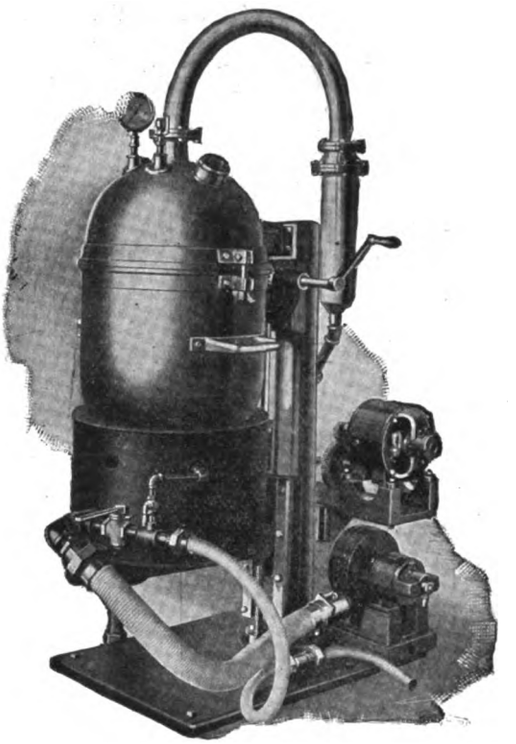
The flexibility of the Simplex Vacuum Cooker, recommends itself to the manufacturer who wishes to cook a variety of batches, both as to size and combination of raw material.

Using the Simplex Vacuum Process you will obtain **a clearer and drier candy** due to the moisture and air having been extracted by Vacuum, consequently when pulled and spun results in a **whiter** product and **more lustrous satin finish.**

Candy made the Simplex Way will not sweat from the inside, therefore, it will not stick; **it will keep longer.**

A great percentage of scrap can be used in the Simplex. **A larger percentage of glucose or corn syrup can be used** than in other methods, producing a better candy.

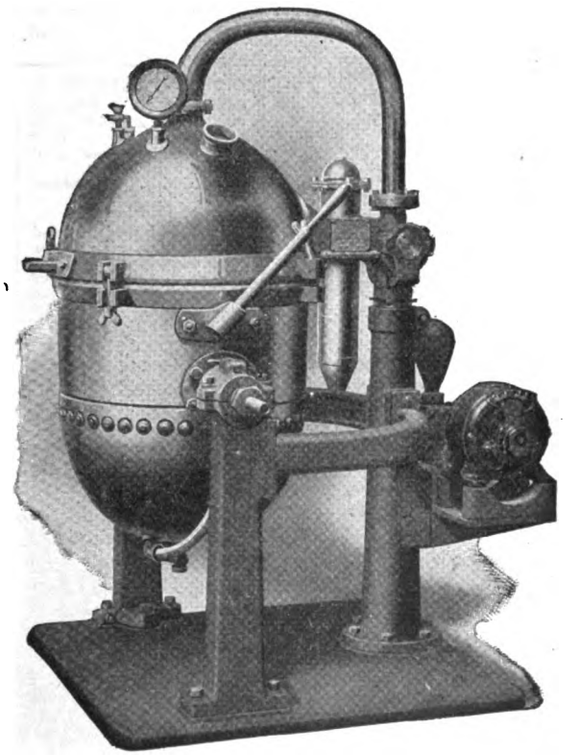
Candy made the Simplex Way will be sweeter because it is not cooked to a high degree over fire or steam, which dissipates the sweetness.



Simplex Gas Vacuum Cooker

(Process Pat. June 30, 1914)
Patents April 20, 1915, November 30, 1915

Space	Height	Power	Capacity; 25 to 100-lb. Batches	Weight
2x4 ft.	6 ft.	½ H.P.		1200 lbs.



Simplex Steam Vacuum Cooker

(Process Pat. June 30, 1914)
Patents April 20, 1915, November 30, 1915

Space	Height	Power	Capacity, 50 to 200-lb. Batches	Weight
4x6 ft.	6 ft.	½ H.P.		2500 lbs.

A batch cooked in a Simplex Vacuum Cooker is **ready to work immediately after it is poured on the slab.**

The machine is simple in design and made of the highest grade material. **It does not require mechanical knowledge nor skill** to operate it successfully.

The Simplex Vacuum Cooker has proved the test in years of successful usage among some of the highest grade manufacturers in the United States as well as in foreign countries.

OVER 400 IN USE

Vacuum Candy Machinery Co.

326 W. Madison St. **CHICAGO, ILL.**
74 Pearl St. **JERSEY CITY, N. J.**

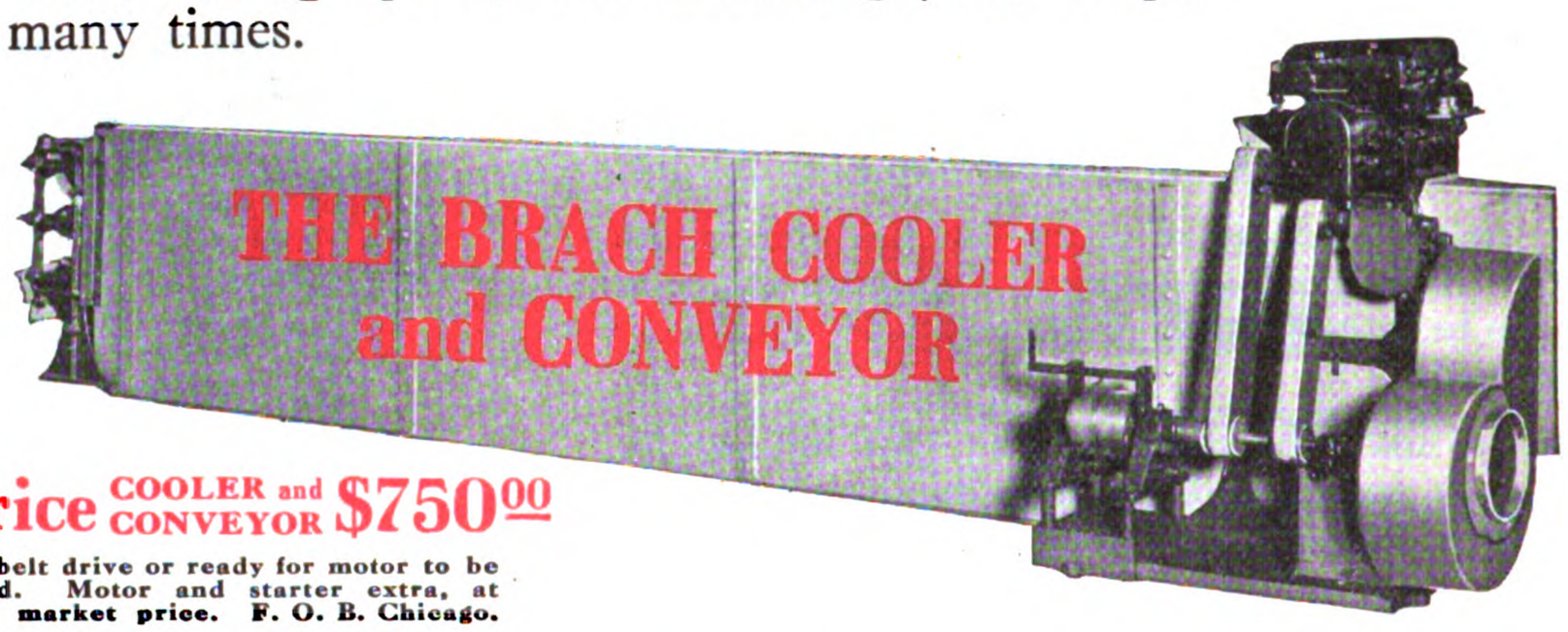
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The BRACH Continuous BUTTERCUP STRAW and WAFFLE MACHINE

This Is the Only Machine Made That Will Cut a Large Variety of Pillow Shaped Hard Candy Without Change of Machinery

High Speed—No Delays—Greatly Increased Output!
The very high speed of 1500, 3000 or 6000 pieces per minute is secured by the continuous, practically self-feeding operation. With a little experience, 100 pounds of soft or hard center goods can be turned out in ten minutes. One machine takes care of three sets of spinners, cutting down labor costs, saving space, and increasing your output many times.

Ask Any of Our 300 or More Satisfied Users!



Price COOLER and CONVEYOR **$750.00**

Either belt drive or ready for motor to be mounted. Motor and starter extra, at current market price. F. O. B. Chicago.

THE BRACH COOLER AND CONVEYOR is an exceedingly compact unit, occupying but about one-third of the space ordinarily used. used. It has the capacity of a straight convey or of 105 feet, if the goods comes out in a single line, or with web. But if used in connection with my Buttercup Machine, which cuts the goods off completely, allowing them to spread over the belt, the cutter running five times the speed of the conveyor belt, would give a cooling capacity equal to 525 lineal feet.

DIMENSIONS
Length . . . 17 Feet
Width . . 14 Inches
Base where motor and fan are connected is 30 inches wide.
Height . . 32 Inches

NOTE
Can furnish COOLER and CONVEYOR separate or in one compact unit connected with motor and starter to my Worm Gear Drive BUTTERCUP STRAW and WAFFLE MACHINE

WARNING!

On account of the extraordinary popularity of this machine, there is being made and sold as a genuine Brach machine an imitation cutter which infringes on my patents. NOTE—each machine bears a serial number of which we hold an exact record that we may know to whom every machine of our make is sold. To avert trouble make sure you are buying a genuine Brach Continuous Buttercup Machine. We will prosecute all sellers and users of infringements.



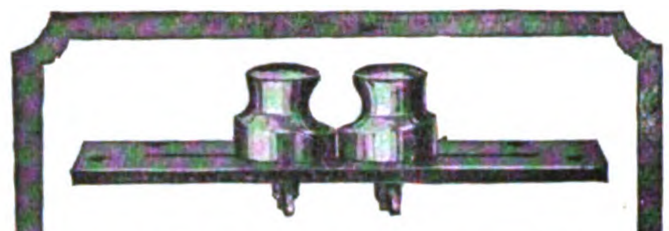
Showing a Brach Machine used with a York Batch Roller which I can supply in 6, 7 and 8 foot lengths at regular prices

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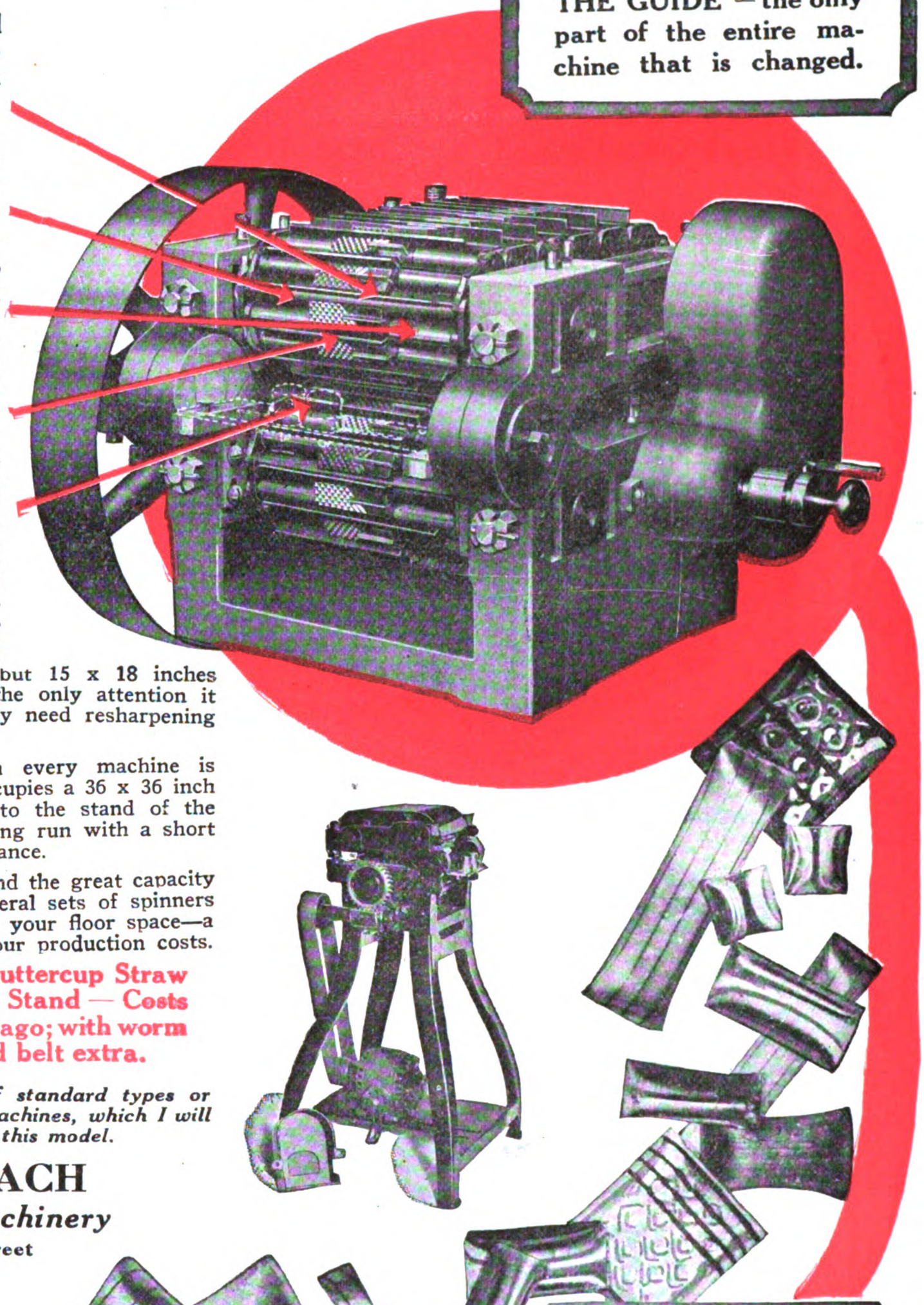
MY LATEST—The Worm Gear Drive

The addition of a worm gear drive to my latest model, which performs the work of four machines, makes it a model of efficiency.

1. ***Baby Kisses***—Any small piece 3/8 inch long and up to 3/4 inch wide are cut on this series of knives.
2. ***Pillows, Chips, Straws***—3/4 inch long and 1/8 to 1 1/2 inches wide are cut by this set of knives.
3. ***Straws, Chips, Pillows***—1 1/2 inches long and 1/8 to 1 3/4 inches wide are cut on this series of knives.
4. ***Waffles*** — 3/4 inch long and up to 3/4 inch in width are cut and stamped with this series of knives.



THE GUIDE — the only part of the entire machine that is changed.



THE GUIDE—indicated by dotted lines, and illustrated separately, has two peculiarly shaped knurls which may be so turned and separated as to regulate the batch to any width from 1/8 to 1 3/4 inches as desired. Adjustments are made by simple thumb screws. An experienced operator can feed the machine without using the guide.

THE MACHINE MEASURES but 15 x 18 inches over-all. Once set up, oiling is the only attention it requires. The knives will probably need resharpening about every five years.

THE STAND SUPPLIED with every machine is strongly made of cast iron, and occupies a 36 x 36 inch floor space. The motor attaches to the stand of the new worm gear drive machine, being run with a short belt—a safety protection of importance.

SAVES SPACE: The small size and the great capacity of this machine, which enables several sets of spinners to use it alternately, saves 75% of your floor space—a very important item in reducing your production costs.

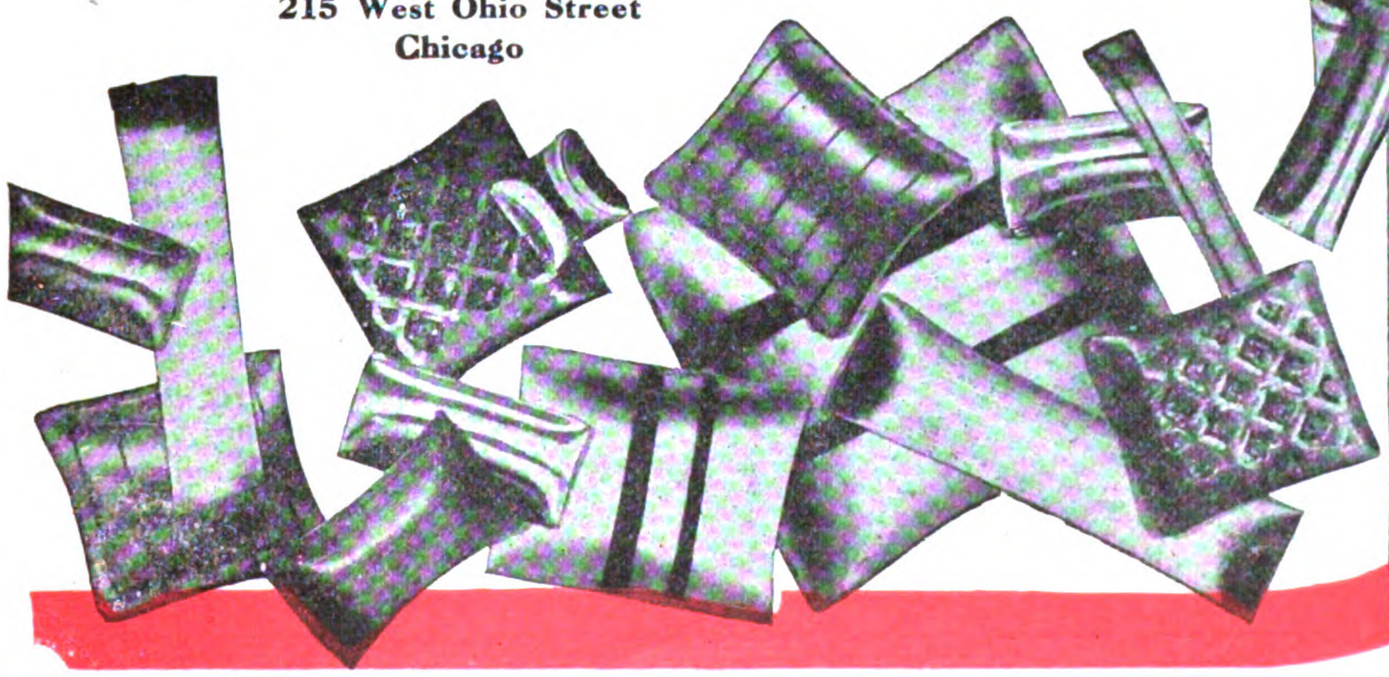
The BRACH Continuous Buttercup Straw and Waffle Machine with Stand — Costs Complete, $850, F.O.B. Chicago; with worm gear drive $900; motor and belt extra.

NOTE: I have a limited number of standard types or motors for the worm gear drive machines, which I will supply at current prices to buyers of this model.

EMIL J. BRACH

Confectionery Machinery

215 West Ohio Street
Chicago



30 DAYS FREE TRIAL

(In U. S. Only)

Arrange to have a machine sent you on 30 days' free trial and prove to your own satisfaction its labor-saving, profit-making qualities.

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The Ball Cream Beater Co.

DAYTON, OHIO, U. S. A.

MANUFACTURERS OF THE

Ball Cream Beater and Cooler and Dayton Cream Beater and Cooler

Ball Beater
Patented



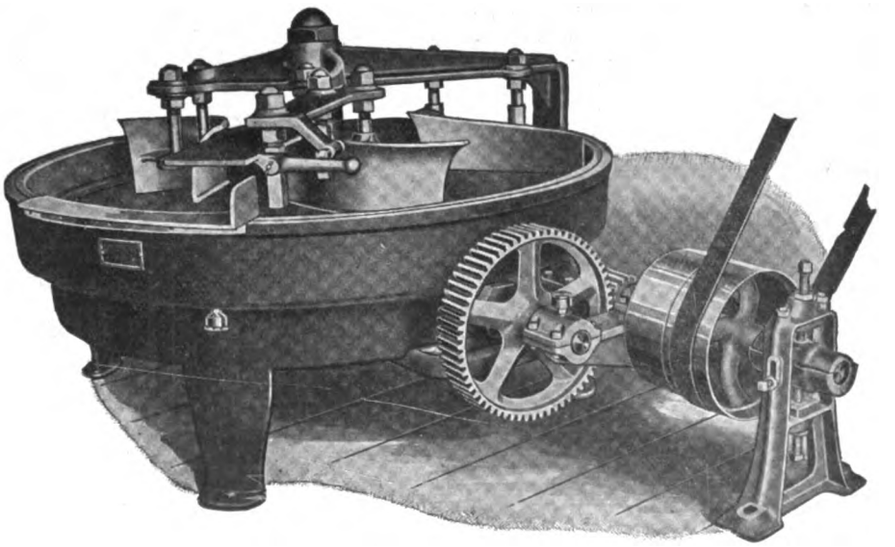
BEWARE
of infringements on our Patents

THREE THOUSAND IN USE!

BEST IN THE WORLD! **WHY NOT HAVE THE BEST?**

Every Candy Manufacturer Should Have One!

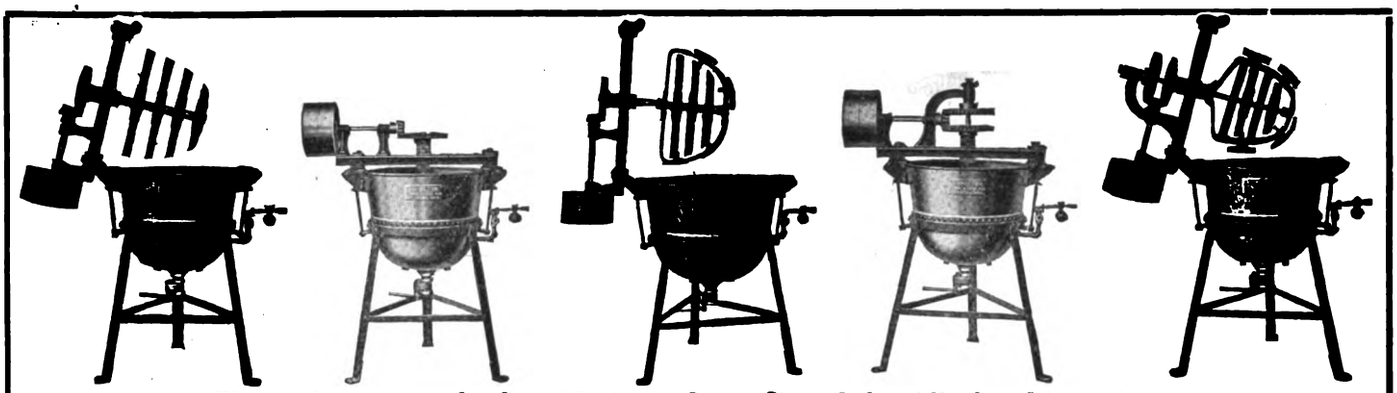
We shall protect
our Patents to the full extent of the law.



Dayton Beater
Patented

FOR PARTICULARS, SEND FOR CIRCULAR AND REFERENCES

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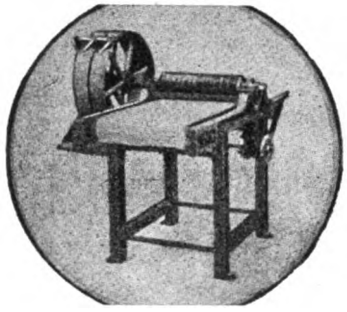


We manufacture a complete line of Stationary Copper Steam Jacketed Kettles, plain or mixing.
Absolute satisfaction guaranteed. Prompt shipments. Ask your dealer or write us for literature and prices.

HAMILTON COPPER & BRASS WORKS, Hamilton, Ohio

You Need These Machines

White's Improved Perfect Candy Cutter



"Ask any candymaker what he thinks of the White Caramel Cutter and Sizer and he will tell you that they are the staple and standard machines all over the world and that he prefers them above all others."

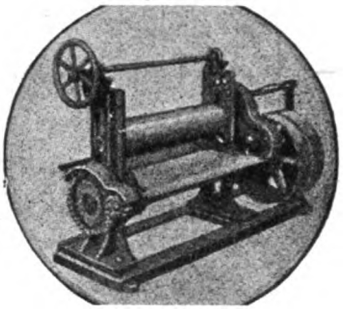
Write for Catalogue and Prices for Belt or Direct Motor Driven

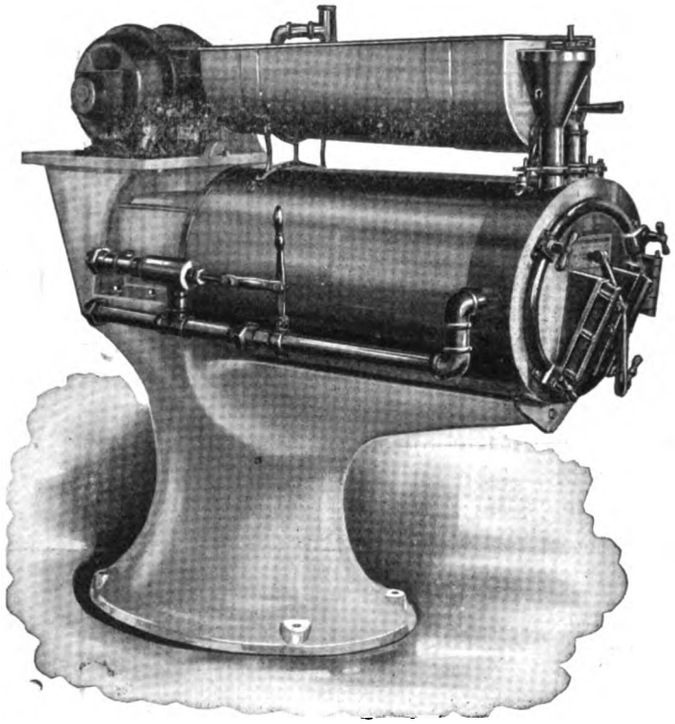
WM. M. BELL

Authorized Agent
The Heirs of JACOB WHITE

6 East Lake Street CHICAGO, ILL.

White's Perfect Sizing Machine





Added Fine Features Make the Emery Thompson

Freeze Faster—Develops a smoother yield.

Lasts Longer, with harder usage.

Handled with greater ease.

Stouter in general construction—with less parts.

Is far more economical.

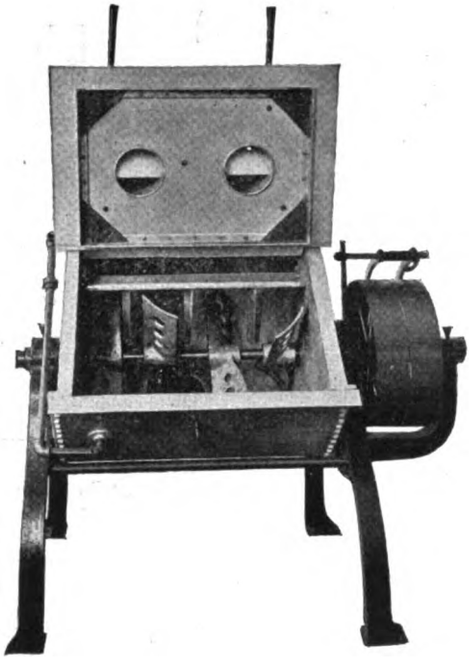
Is more flexible, more quiet and is better balanced for finer Ice Cream production than any of the machines we have turned out in the past many years of ice cream freezer manufacturing.

Please write for our "1922" catalog.

Emery Thompson Machine and Supply Co.

271-75 Rider Ave. (6-8 Canal Place, Bronx) **New York**

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The Savage Assures Success

THE secret of successful marshmallow manufacture lies in the proper beating of the goods.

No matter how excellent your ingredients may be, no matter how carefully the proportions are measured, if you are not equipped with a properly constructed and mechanically correct device for beating and cooling the goods, your efforts will not be crowned with the greatest success.

The Savage Marshmallow Beater leads for the very simple reason that, like the entire Savage line, this machine is built by experts,—by men who know the candy business, who know the difficulties confronting the manufacturer, and have produced the necessary mechanical equipment to meet these difficulties.

The fact that this beater is so sturdily and carefully built makes the first cost the only cost. The construction is so simple that you are never troubled with adjustment of the parts. There are no gears, chains, or complicated parts to get out of order.

If you are looking for a machine that will run day in and day out without repair or replacement, that is constructed to produce the greatest quantity of the highest grade goods, you will not be satisfied with anything but the Savage.

Send for new illustrated circular fully describing this wonderful machine.

Savage Brothers Co.

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A Few of Our Pleased Customers:

"We now have your Savage Marshmallow Beater installed and same is working out entirely satisfactorily, and we do not know how we got along without this machine as long as we did.
"We would be glad to show this machine to anyone who might be interested in purchasing one from you."

Spoehr, Chicago.

"We have several of the Savage Marshmallow Beaters in operation in our various plants and in all cases we have found them consistently giving excellent results. We have experienced no trouble whatever with any of the moving parts of your equipment and find the machines to be strong and substantial. In short, we have found that your machine is all that you claim for it and a little more."

E. J. Bach & Sons, Chicago.

"We think you have the greatest and best marshmallow beater on the market and we have shown our belief in this by purchasing three. We have found them so far superior to any other beater on the market that we have discontinued using all our other beaters and are using yours exclusively."

The Cherry Cheer Co., Inc., Sidney, Ohio.

"We consider the Savage M. Beater a wonderful machine and are producing drops that show a saving of one-half to three-quarters pound on each box over the beater that we formerly used.
"Considering the amount of power required and the volume of goods produced, we are very much pleased with the machine."

A. B. Newhinney Co., Inc.
Terre Haute, Ind.

"The Marshmallow Beater purchased from you last spring has now been installed several months.
"We unhesitatingly state that it is the best machine of its kind we ever used.
"We are highly pleased with the goods turned out and know positively that our product is better and our sales correspondingly increased in this line on account of the work of this machine."

Martin Candy Co., Marshfield, Ore.

"The beater is giving us excellent satisfaction, and does the work A-No. 1, and is all you claim for it. We consider it the best M. M. beater on the market today. Since we have put it in use we have taken out two other makes of beaters."

Brecht Candy Co., Denver, Colo.

"To say that we are satisfied with the Savage Marshmallow Beater is putting it mildly. As soon as arrangements for the enlargement of our factory are completed we shall want more of your Marshmallow Beaters."

General Candy Co., Milwaukee, Wis.

"We are very much pleased with the results we are getting with our Special 200-pound Marshmallow Beater.
"At a recent meeting of our directors it was agreed that in our new home we will install only your beaters.
"You may ship us another of the same type as soon as possible."

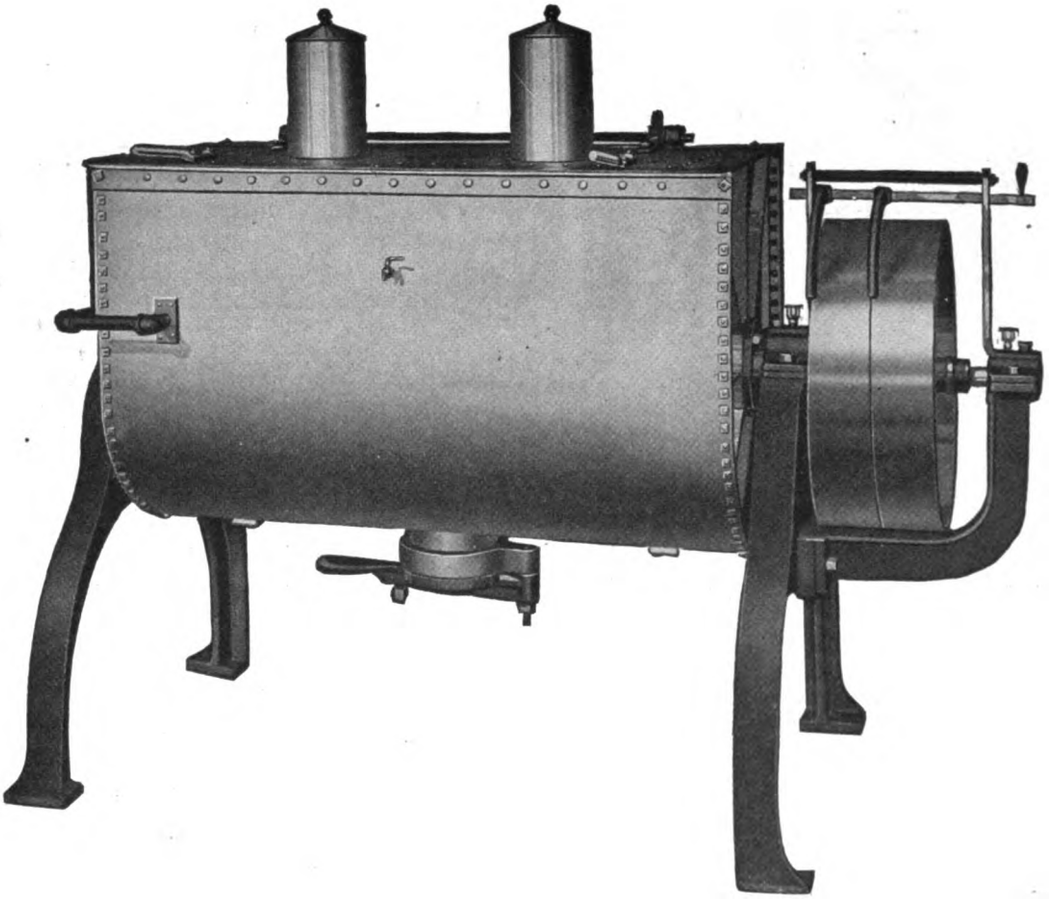
Senneff-Herr Co., Sterling, Ill.

"We have been using one of your 150-lb. Marshmallow Beaters for the past two years. We have found this to be a very strong and durable machine; a machine that will stand up under every test to which we have put it.
"We have found that this beater will produce any kind of marshmallow which we have desired to make.
"In addition to this being a marshmallow machine, we have found it to be very satisfactory in mixing nougat.
"We can highly recommend this machine to your trade."

Zion Candy Factory, Zion, Ill.

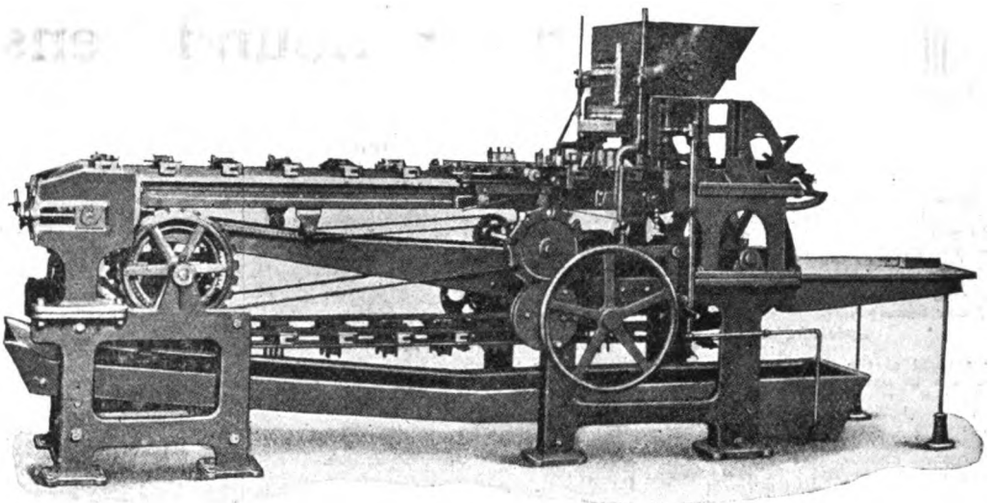
"We take much pleasure in testifying to the merits of your Marshmallow Beater. From the very outset we wish to emphasize that your beater is all that it is represented to be. From an economical standpoint as well as efficient production we do not think that your splendid beater can be surpassed. We figure that we are saving money in the mixing of our batches, further supported by maximum production."

The Paulin Chambers Co., Ltd.,
Winnipeg, Canada.



2638-2646 Gladys Ave., Chicago, Ill.

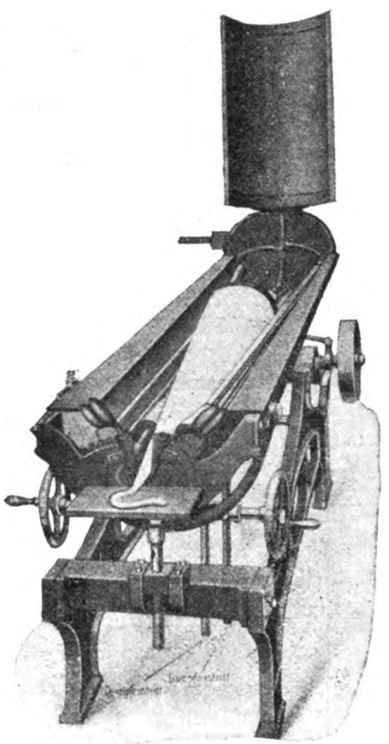
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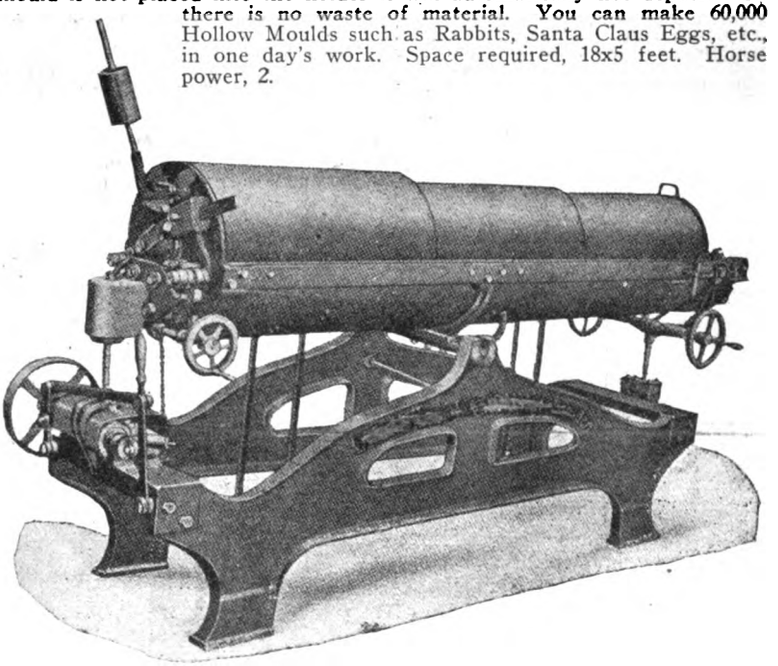


Automatic Depositing Machine

for filling chocolate or wax goods in metal or any other composition moulds where a shell is required. It fills the moulds, knocks or taps the moulds, turns to drain moulds out, and pumps the drainings back to the depositor.

The depositor has a mixing apparatus that stirs the material and acts as a stirrer and to give an equal delivery to the pumps for the deposits. Will fill from a few grams into a small mould of an inch or less to a mould of 14 inches in length of any weight and capacity, from one to 14 deposits at one time. And in case a mould is not placed into the holder it will automatically not deposit. So there is no waste of material. You can make 60,000 Hollow Moulds such as Rabbits, Santa Claus Eggs, etc., in one day's work. Space required, 18x5 feet. Horse power, 2.





The Latest BATCH Spinner on the Market

1st. It holds the end of the batch like a human hand while spinning, and it travels along with the batch as the spinning goes on.

2nd. It takes a second to raise or lower the table, according to the size and weight of the batch, to give an equal feed for the spinner, and the front end, where the delivery is made, is adjustable, so it delivers the required thickness.

3rd. While spinning, the batch is covered to give equal heating surface for the batch all around, or it could be kept half or whole open if desired.

4th. The batch lays on wire cone, six rolls covered with wire tinned to hold the batch in position. No canvas or leather to stick to. Clean and easy to work.

5th. I have a machine on show. Come and look at it and you will appreciate the facts.

Price of this machine within reach of all, and will pay for itself in a short time.

J. FRIEDMAN

EXPERT—Specializing for the Candy and Chocolate Industry

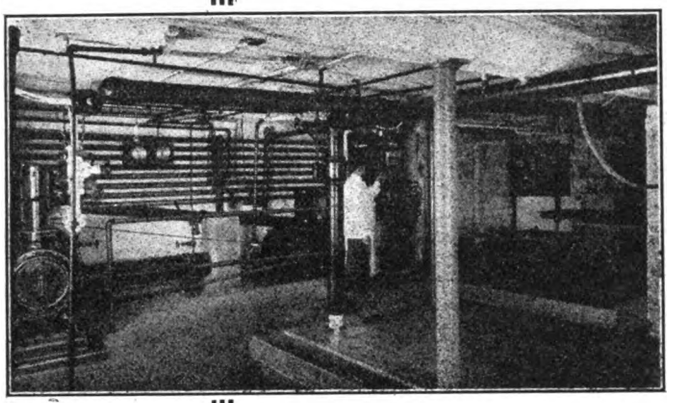
214-226 East 22nd St. New York, N. Y.

Complete and largest line of Candy Machinery, Chocolate Machinery, Cocoa Butter and Cocoa Powder Plants, Chocolate Dipping Machines, Wrapping Machines, Package Making, Filling, Sealing and Labelling Machinery, CHOCOLATE MOULDS, etc. "LOOKING FOR A CERTAIN MACHINE? Yes, I HAVE IT." *Established since 1892.*

Cable Address—"JACKFRIED NEWYORK." A. B. C. Code—5th Edition Used. Telephone: Gramercy 2996

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Profit From Sound Sense



Here is a photograph which will convince any ice-cream manufacturer of the advantages and efficiency of mechanical refrigeration. A glance at this clean and sanitary wet hardening room will disclose what a great improvement this is over the discomforts and unhealthy conditions of melting ice and sloppy floors. Add to all this the economy and increased profit obtained by installing

Brunswick Refrigeration

and no room is left for argument. Business is built up and sanitary working conditions are obtained.

For a typical example of the **Brunswick dry-hardening** system, see our advertisement in the January issue of this journal.

BRUNSWICK REFRIGERATING CO.

107 Jersey Avenue, New Brunswick, N. J.

BOSTON, MASS.
10 State St.

NEW YORK CITY
30 Church St.



Copper Steam Jacketed Kettles

Copper Candy Kettles

Carried in Stock

GROEN MFG. COMPANY, Inc.

Coppersmiths

4531 Armitage Ave. **Chicago, Ill.**

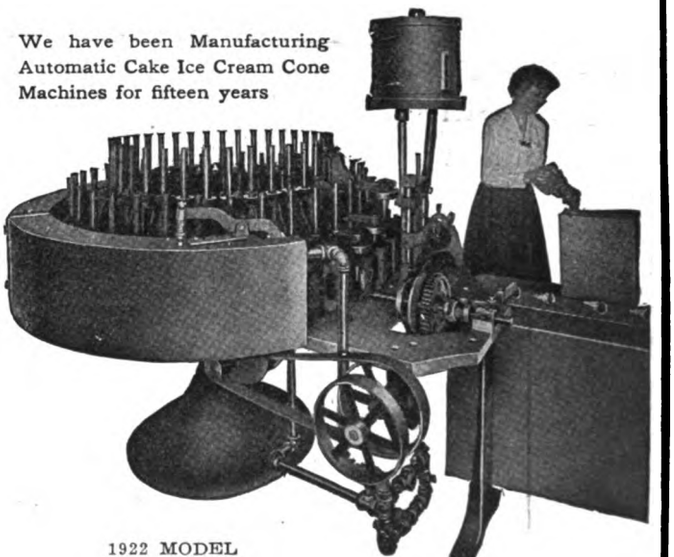
W. W. TURNBULL CONE MACHINE COMPANY

Chattanooga, Tennessee **1419 Fort Street**

Manufacturers of

TURNBULL'S AUTOMATIC WAFER CONE MACHINES
TURNBULL'S AUTOMATIC CAKE CONE MACHINES
TURNBULL'S SWEET CLOVER SUGAR CONES
TURNBULL'S PEERLESS CAKE CONES

We have been Manufacturing Automatic Cake Ice Cream Cone Machines for fifteen years



1922 MODEL

TURNBULL'S Automatic Cake Cone Machine

WE INSTALL our machines in your factory and teach you how to make cones

No expensive labor necessary in the operation of our Machines

Write for prices and information today so we can serve you in time for next season

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The Master Key

to a "Bang-up" Candy Business for the Summer Season Is a Copy of



Jake Friedman's Common Sense Candy Teacher

with enlarged supplement

Send Today for Copy of Fifth Edition Jake Friedman's Common Sense Candy Teacher With an Enlarged Supplement

PRICE
(Express Paid)
$10.00

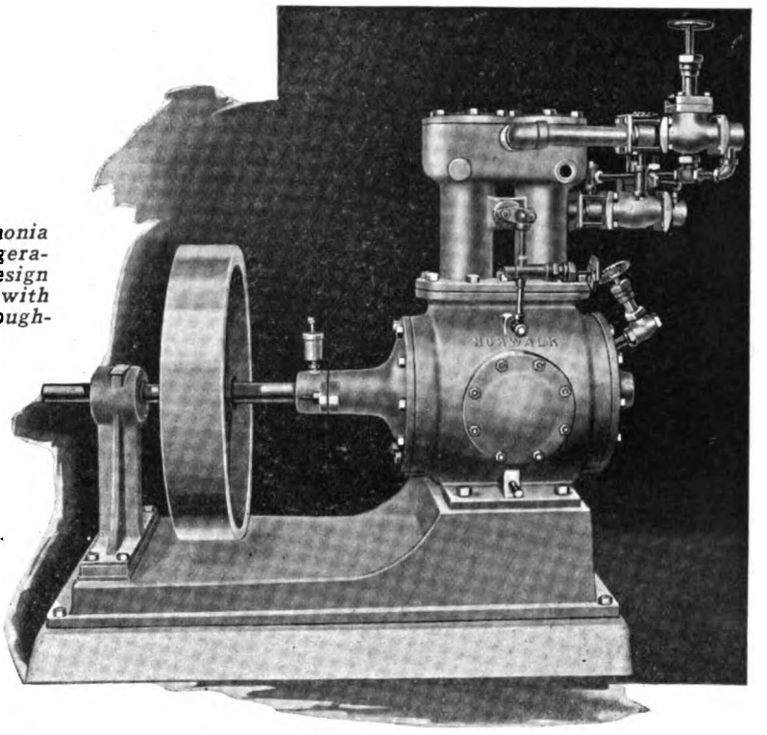
THIS book treats fully upon the Ice Creams, Ices, Sherbets, Punches, the Crushed Fruits for the Fountain, Pointers for the Fountain man. The Matzapan Almond Paste work. Pointers on String Rock Candy, Log Cabin Roll, Marshmallows, both moonshine and Egg. Pan work, its Principle and both smooth and rough work, Lozenge work, Cream work of all kinds, Hard Gums, Jelly Gums, Principal formula on A. B. Gum work. Crystallizing Gum work. Almond Paste work, Cream Almonds, Cordial work, Gum paste work, Cocoanut work, Cinnamon Imperials, Pearled Caraway seeds and Pearled work. Marshmallow Eggs, Chocolate Coating, Blending, hand coating. Pure Cream caramels and cheap Caramels, Icing for caramels and commercial Caramels. Sponge Candy, Nonpareils. New styles of Nut and Fruit Goods. Goods for all kinds of Party and Banquet work. Jelly work, A. B. Gum work. Fudges of all kinds and prices, Honeycomb work of all Kinds. Pop Corn Valuable pointers to the workman, to the Employer. Glace work, Novelties for Easter, Fourth of July, Valentine's Day, Decoration Day, and all Holidays. Hand roll cream work. Nougats, Nougatines, Chicle Chewing Gum, its Principle, Formula, Jelly beans, Jelly pan work. Hard goods all kinds, Bar goods of all kinds and types, Burnt Almonds and Peanuts, Jordan Almonds, Kisses, Taffies, Brittles, Bon Bon work, Fig Work, in fact the Candy work to date and pointers on Window display and Shop work.

Send Today for Sample Formulas and Full Index Free for the Asking
For Sale by All Supply Houses

WM. M. BELL, Publisher

6 E. Lake St. **CHICAGO, U. S. A.**

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Norwalk 6-ton Ammonia Compressor for refrigeration, a compact design of great simplicity with Norwalk quality throughout.

Every Norwalk Refrigerating Plant Is Fully Tested For Its Job

Norwalk engineers operate with the belief that it is not enough to manufacture a refrigerating plant of high quality and assured reliability. They go further and insist that every Norwalk sold shall be tested at the factory with the precise requirements of the buyer in view.

There are no "ifs" or "buts." Our engineers study your individual operating conditions and the work to be done, recommend the proper Norwalk for the job, and then see that you get that plant. This insures full and sure results and thorough satisfaction.

Such service has meant a great deal to our patrons. We believe it will prove most valuable to you. If you agree with us, write for our new Bulletin No. 7, describing and illustrating the Norwalk refrigeration line.

Norwalks are furnished in capacities from 1/4 ton to 10 tons, for all phases of refrigeration and icemaking.

THE NORWALK IRON WORKS COMPANY

Pioneer Builders of Compressors

SOUTH NORWALK, CONN.

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THE AUGUST MAAG CO.

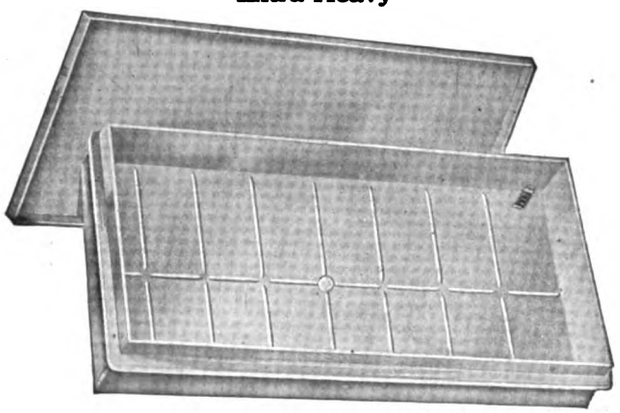
509-511 W. Lombard Street BALTIMORE, MD.

SMALL TIN ICE CREAM SPOONS!

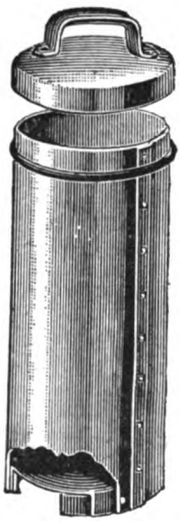


This new idea about the name in handle is a winner. Your name in the handle costs you no more than others you have bought plain. Write for sample.

STEEL SLAB BRICKS
Extra Heavy



Steel Cans



Inserted Bottom

Carry Out Cans—IXXXX Tin



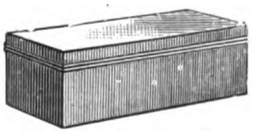
Low



Medium and High

Write For Catalogue

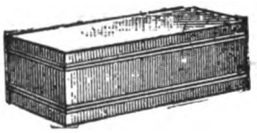
Single Lid



IXXXX Tin

BRICK MOLDS

Double Lid



IXXXX Tin

Get Our Prices

OUR BRICK MOULDS AND CANS ARE

"ABSOLUTELY U. S. STANDARD GAUGE"

MANUFACTURERS AND HEADQUARTERS FOR

ICE CREAM FREEZERS, TOOLS and SODA FOUNTAIN SUPPLIES

MANUFACTURERS FOR THE JOBBING TRADE

Catalogue of Ice Cream Goods, Also Bakers' Tools and Utensils Mailed Upon Request

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ESTABLISHED 85 YEARS.

THOMAS BURKHARD, INC.

494 & 496 Flushing Ave., Brooklyn, N. Y.



Plain Kettle



Vacuum Pan



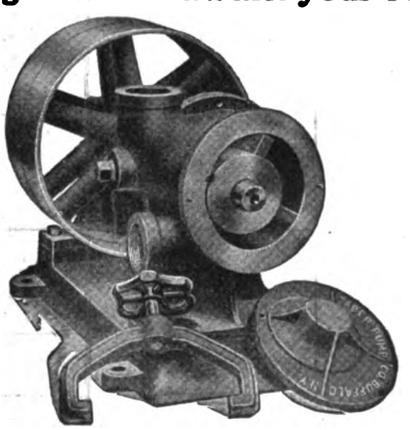
Tilting Kettle

We all feel elated when we produce something that is a success and we cannot help but talk about its merits; so with us, we have produced a Copper Jacketed Kettle, a Vacuum Pan, a Revolving Sugar Coating Pan and Mixing Kettles that have achieved an enviable reputation. Why? Because we devote all our energy and wits in maintaining their high standard by using the best material and employing only the experienced workman.

Why should we consider competition when such equipment poorly constructed is always a source of danger and expense.

"Inside Information"

on the best pump made for handling hot or cold syrups, chocolate, fondant creams, etc., is contained in our catalogue which awaits your request.



Send for it today

It is so easy to clean a

TABER PUMP

TABER PUMP COMPANY

290 Elm Street **BUFFALO, N. Y.**

Getting the Better Of Your Competitor

You and your competitor both pay for fuel to cook your candy and you both pay for labor to make your candy.

If you can get more production than he out of the dollars you pay for fuel and labor, you have an advantage, *your candy costs you less per pound.*

A poorly designed, inefficient furnace not only wastes fuel, but as well wastes labor. The greater that waste, the greater your loss. *If you are using an inefficient furnace your competitor may be getting the better of you.*

If you are seeking lower production costs—If you want more pounds of candy for the dollar you spend for fuel and labor—*Ask us for our new book.*

MAKE BETTER CANDY FOR LESS MONEY

A Postal will Bring It.

IMPROVED APPLIANCE CO.

417 Kent Ave., **Brooklyn, N. Y.**

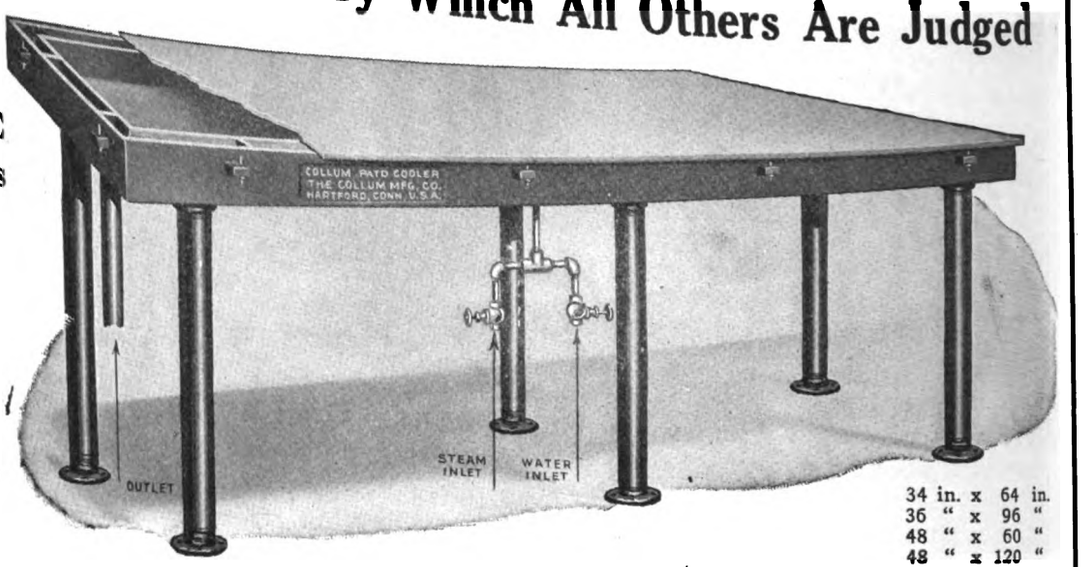
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COLLUM COOLERS

The Standard By Which All Others Are Judged

The New Perfected COLLUM LINE Improved Models

CANDY COOLERS AND CUTTERS
(PATENTED)



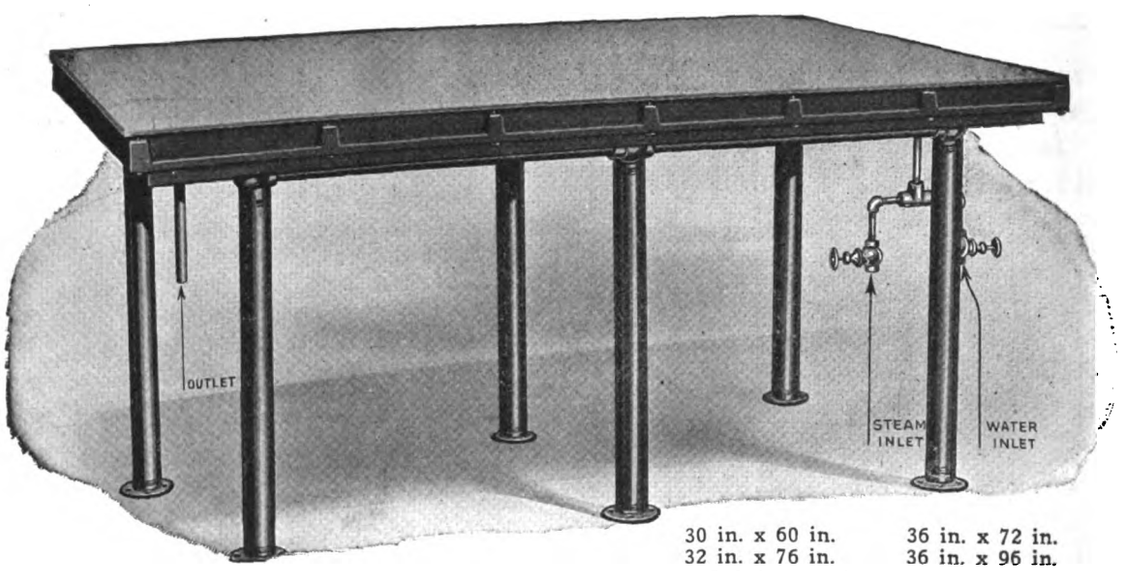
34 in. x 64 in.
36 " x 96 "
48 " x 60 "
48 " x 120 "

COLLUM'S "PREMIER" Candy Cooler; Polished Steel Top; Cast Iron Bottom.

A Record of a Half-Century is behind the great Success of THE COLLUM LINE

Scientific : Substantial : Enduring Construction

Once Used Never Displaced. Entire Satisfaction.



30 in. x 60 in. 36 in. x 72 in.
32 in. x 76 in. 36 in. x 96 in.

COLLUM'S "20th CENTURY" Candy Cooler Polished Steel Top; Cast Iron Bottom.

The interior construction of our Coolers provides a continual agitation of the Water-flow, ensuring the uniform Cooling of Surface, and with the provision for interior Heat-expansion prevents the formation of "Air Pockets", consequently overheating never occurs; no Rubber or other Packing employed; nothing to wear out; a lifetime of Service.

Our PREMIER is unquestionably the BEST of all Coolers, whatever the excellence of others. Where a Cooler of less Cost is desired, our UNIVERSAL or 20-CENTURY would be chosen, being constructed on very similar general principles.

The selection of either model means more of the same.

WITH IRON STANDS COMPLETE

THE COLLUM MFG. CO.

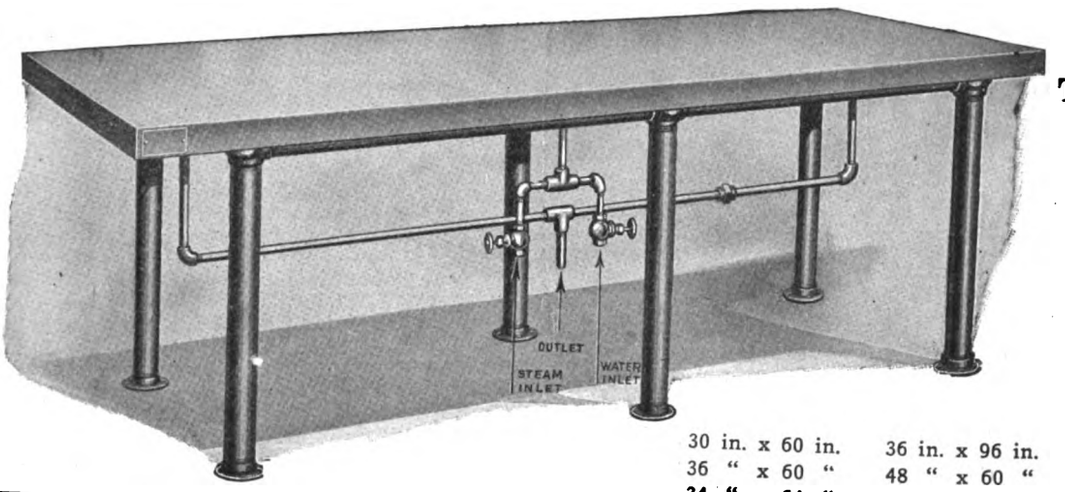
Manufacturers of CONFECTIONERS' MACHINERY AND EQUIPMENT

926 Main Street, Hartford, Conn.

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COLLUM COOLERS

Widely Imitated But Never Equalled



Recognized Throughout the Confectioners' Trade as "THE BEST" Since 1872

Faultless System of Inlet, Outlet and Circulation

Speed
Efficiency
Economy

30 in. x 60 in.	36 in. x 96 in.
36 " x 60 "	48 " x 60 "
34 " x 64 "	48 " x 72 "
32 " x 76 "	48 " x 96 "
36 " x 72 "	48 " x 120 "

Collum's New Changeable Cutter.
Ask for Prices and Description.

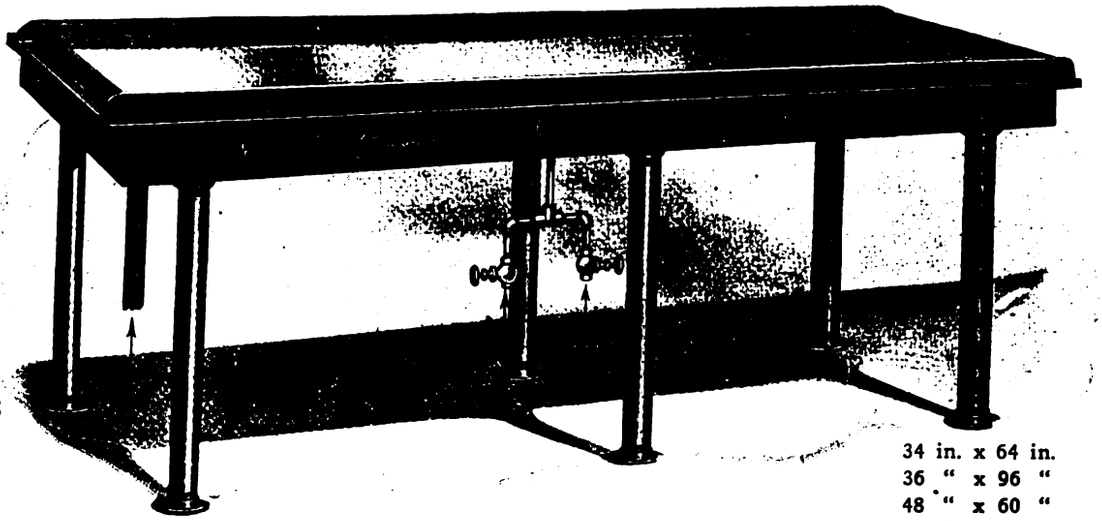
COLLUM'S
NEW MODEL "UNIVERSAL" Candy Cooler; Polished Steel Top; Steel Bottom

EQUIPPED WITH INTERIOR SPRAYING AGENCY;. ORIGINAL WITH COLLUM COOLERS—ENSURING UNIFORMLY COOLED SURFACE.

Uniform, Unvarying Principle of Cooling

Top Plates Readily Removed **Coolers Easily Cleaned**

Complete Lines
Steel,
Marble,
Stone,
Candy Coolers,
Cream Coolers;
"Special"
Cream Coolers,
(Tilting Type);
Iron Slab Stands;
Steel Slab Bars;
Adjustable
Steel Cutters;
Peach Blossom
Cutters;
Buttercup Cutters;
Smooth Base
Cutters;
Crimped Edge
Cutters;
Waffle Cutters;



34 in. x 64 in.
36 " x 96 "
48 " x 60 "
48 " x 120 "

COLLUM'S "PREMIER" Cream Cooler; Polished Steel Top; Cast-Iron Bottom.
Top surrounded with polished steel frame; water-tight.

Immediate Shipments. *For Further Particulars Write*

THE COLLUM MFG. CO.

926 Main Street HARTFORD, CONN. Established 1872

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CLASSIFIED DIRECTORY

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Fleisher Co., W. L.
Sturtevant Co., B. F.

Artificial Flowers and Decorations
Netschert, Frank

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Euler & Co., Franz
Hollis & Duncan
Jonas, Alfred
Kirchheimer Bros. Co.
Royal & Co., Thos. M.
Select Paper Co.

Baskets and Boxes—Fancy
Michaelis & Sons, M.
Tin Decorating Co. of Baltimore

Boxes—Candy
Brindell, J. Wesley
Deisroth Co., W. H.
Jonas, Alfred
Matthews Bros.
Monarch Nusbaum Paper Box Co.
Shoup Co., A. D.
Yousé Co., C. J.

Boxes—Fibre Packing
Fibre Package Co.
Gair Co., Robert
Hinde & Dauch Paper Co.

Boxes—Folding and Ice Cream
Gair Co., Robert
Jonas, Alfred
Matthews Bros.
United Printing & Lithograph Co.
Warren & Co.

Boxes—Wood Packing
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Green Co., A. H.

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Brindell, J. Wesley

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Calcium Chloride
Semet Solvay Co.

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Vacuum Candy Machinery Co.

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Improved Appliance Co.
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Heekin Can Co.

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Upressit Products Corp.

Carbon
Darco Corporation

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Glenn, J. W.
Walter Gum Co. (ball gum)
Wischmann, Wm. J.

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Croft & Allen Co.
Hershey Choc. Co.
Hollis, W. G.
Knickerbocker Choc. Co.
Lamont, Corliss & Co.
Lowney Co., Walter M.
Massachusetts Choc. Co.
Wilbur & Sons, H. O.

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Dempsey Chocolate Cooler Co.
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Nucoa Butter Co.
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Ambrosia Choc. Co.
American Candy Co.
American Choc. Almond Co.
Arnould & Co., D.
Bacon Co., D.
Beech-Nut Packing Co.
Beich Co., Paul F.
Blome & Son, Geo.
Blue Ribbon Candy Co.
Brandle & Smith Co.
Brunell Co., Geo. J.
Clifford Bros.
Close Co., Geo.
Collins Co., J. N.
Cracker Jack Co.
Crescent Creole Candy Co.
Croft & Allen Co.
Debevoise, Walter W.
Dockman & Son, J. H.
Elbee Chocolate Co.
Gallanis Bros.
Gardiner-Lucas Co.
Gimbal Bros.
Gold Brand Conf'y, Inc.
Goldenberg, D.
Hardie Bros.
Hawley & Hoops
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Heidelberger Confy. Co.
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Hildreth Co., H. L.
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Hooton Choc. Co.
Horton Sweets Co.
Ideal Candy Co.
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Lauer & Suter
Lewis Bros.
Lindt Choc. Co.
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Mackenzie Co., Robt. F.
Manufacturing Co. of America
Metro Choc. Co.
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Miller Co., Chas. N.
Mueller Licorice Co., John
National Candy Co.
National Licorice Co.
New England Confectionery Co.
Ohio Confection Co.
Oswego Confectionery Co.
Package Confectionery Co.
Paist Co., F. M.
Penn Treaty Confectionery Co.
Pop Corn Products Co.
Quaker City Choc. & Confectionery Co.
Revere Preserving Co.
Rigby Co., H. J.
Robertson Candy Co.
Rochester Candy Works
Rochester Marshmallow Co.
Runkel Bros.
Shotwell Mfg. Co.
Slauson & Co., A.
Smith & Peters
Snows Candy Corp.
Springer Chocolate Co.
Stacy Co., O. T.
Sterling Chocolate Co.
Taylor, W. E.
Virginia Nut Products Co.
Wallace & Co.
Washburn Co., F. B.
Westmoreland Candy Co.
Wilbur & Sons, H. O.
Williamsport Candy Co.
Wunderle, Philip
Ziegler Co., Geo.

Containers—Display
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Hamlin-Fleischer Co.
Mono Service Co.
Sealright Co. (ice cream)
U. S. Printing & Lithograph Co.
Warren Co., P. R.

Corn Syrup
American Maize-Products Co.
Corn Products Refining Co.

Cream Coolers
Collum Mfg. Co.

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Rotax Co.

Dragees
French Dragee & Specialty Co.

Dry Milk
Dry Milk Co.
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Bentz Engineering Corp.
Perkins Co., Elmer E.

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Flavors and Colors
Atlantic Importing Co.
Blanke-Baer Extract & Preserving Co.

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Cincinnati Extract Works
Coca-Cola Co.
Coffection Coffee Co.
Corrizo Extract Works
Downey, Turnquist & Co.
Foote & Jenks
Fries & Bro.
Fries & Bro., Alex.
Kohnstamm & Co., H.
Lueders & Co., Geo.
Monsanto Chemical Works
National Aniline & Chemical Co.
Ottens Mfg. Co., H. H.
Rockhill & Vietor
Ryland, H. C.
Sethness Co.
Sparhawk, Chas. V.
Tisco Co.
Todd Co., A. M.
Ungerer & Co.
Widmayer & Jungling

Formula Books
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Burgess Supply Co.
Rigby Pub. Co.

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Blanke-Baer Extract & Preserving Co.
Cincinnati Extract Works
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Georgiades & Co., Christo
Jones Co., C. H.
Keystone Fruit Products Co.
Lyons California Glace Fruit Co.
Michaelis & Sons, M.
Sethness Co.

Gelatine
Crystal Gelatine Co.
Duche & Sons, T. M.
Michaelis & Sons, M.
Milligan & Higgins Gelatine Co.
Sinclair, Harold A.
Swift & Co.
United Chemical & Organic Prod. Co.

Glass Dispenser
McKee Glass Co.
Rotax Co.

Gum Arabic and Tragacanth
Duche & Sons, T. M.
Thurston & Braidich

Ice Cream Machinery
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Allman Gas Engine Co.
Maag Co., Aug.
Miller & Son, Franklin P.
Mills & Bro., Thos.
Thompson Machine & Supply Co.

Ice Cream Cone Machinery
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Rippey, Wm. H.

Ice Cream Supplies
Allen & Co., J. W.
Allman Gas Engine Co.
Dengler & Son, D. S.
Grand Rapids Cabinet Co.
Jones Co., C. H.
Maag Co., Aug.
Mills & Bro., Thos.
Ottens Mfg. Co., H. H.
Schall & Co.

Ingredients
Burgess Supply Co.
Confectioners' Cream Products Co.
Haug & Co.
India Refining Co.
Jahn Co., W. K.
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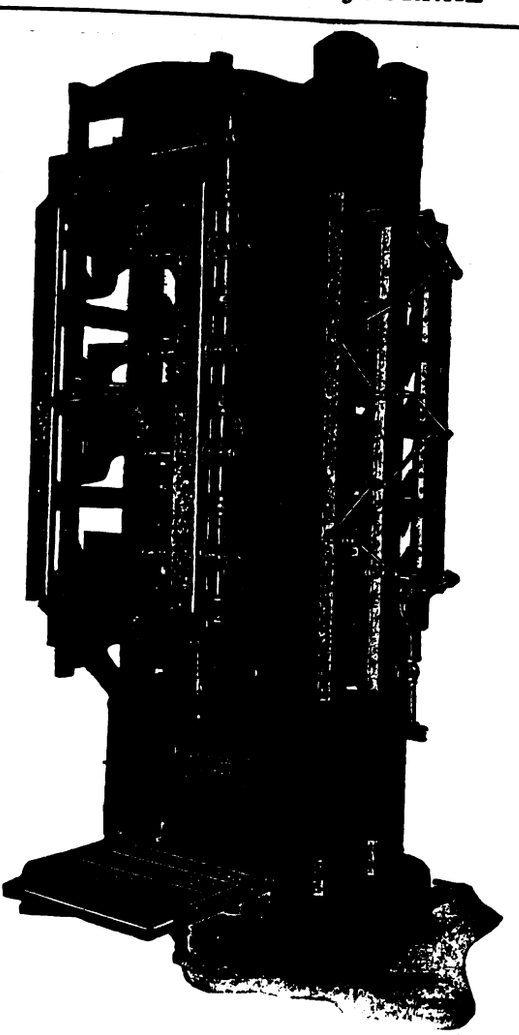
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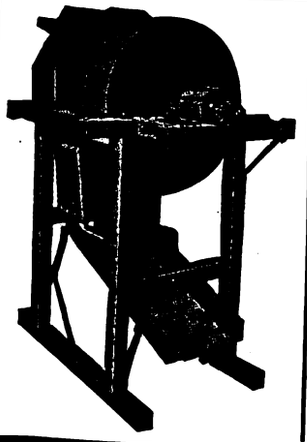
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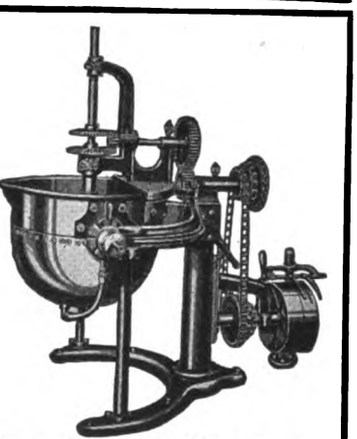
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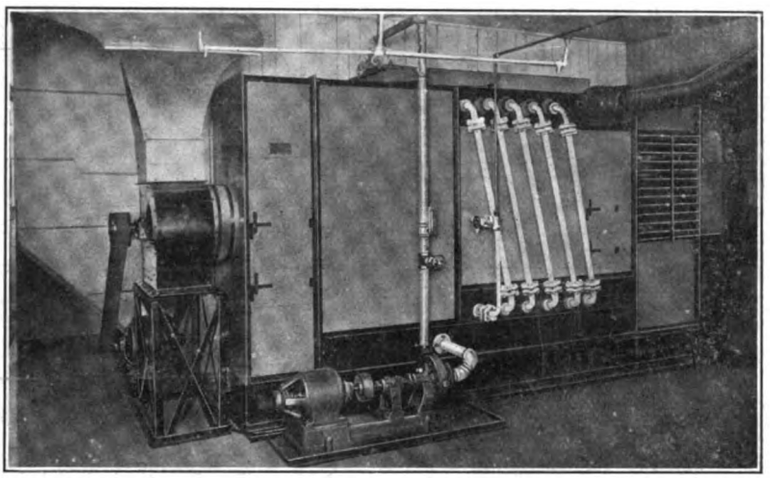
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Published Monthly

MAY 3 1922

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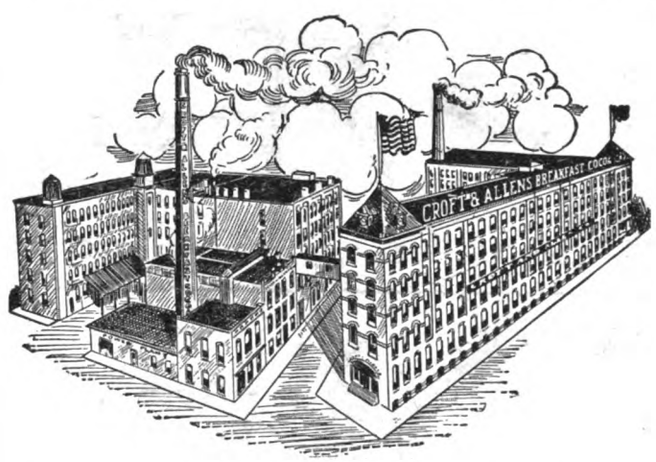
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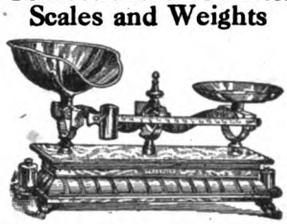
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YEAR after year we keep *Repeating* "Our Pat. 240 Satin" is "Second to None" for tying Candy Packages. *We make four other grades* but will always stand back of 240—Because

IT IS CONSTRUCTED	*RIGHT*
WOVEN	*RIGHT*
DYED	*RIGHT*
FINISHED	*RIGHT*
DELIVERED	*RIGHT*

Tested for sixteen years and "Made Good"

Let us serve you at any time.
Widths 2-3-5-7-9-12-16

WHITE & CAMPBELL

387-393 FOURTH AVE. NEW YORK



ALFRED JONAS

Manufacturer of Ice Cream Boxes
— and —
Candy Boxes, Candy Bags

1570 Fulton Street **BROOKLYN, N.Y.**



WORKS St. Louis, Mo. and East St. Louis, Ill.

Monsanto Chemical Works

Manufacturers of SAINT LOUIS, U.S.A. Inquiries Solicited

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VANILLIN-COUMARIN-SACCHARIN

LARGE OR SMALL CRYSTALS



ARTIFICIAL FLOWERS AND LEAVES

Decoration Day and Fourth of July Novelties and Boxes

PANORAMA BOX SPECIALTY

ICING ROSES AND FLOWERS - PASTRY BAGS AND TUBES - WRITE FOR SPECIAL LIST

Cake Ornaments	Tin Foil	Fancy Candy Boxes	Tinted Motto Paper
Lace Paper	Candy Tongs	Silk Lined Baskets	Motto Verses
Paper Cases	Birthday Candles	Costume Mottoes	Glace Fruits
Bon Bon Cups	Candle Holders	Ice Cream Moulds	Leaves on Stem
Paper Baking Cups	Paper Sundae Cups	PRICES ON REQUEST	

H. H. GEILFUSS' SON :: **1202 Vine Street, Philadelphia, Pa.**

PHILIP J. GEILFUSS

PREMIUMS, NOVELTIES AND TOYS

FOR THE MANUFACTURING CONFECTIONERY TRADE

Suitable for Penny Pieces, Prize Boxes, Grab Bags, Ring Sticks, etc., etc.

CALUMET MANUFACTURING COMPANY

33-35 E. 21st St. NEW YORK

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SEALRIGHTS

for Bulk Ice Cream
Sodas-Sundaes-Soft Drinks

Sealright Liquid-Tight Paper Containers Stimulate "Carry-Home" Sales from Your Fountain

Because—

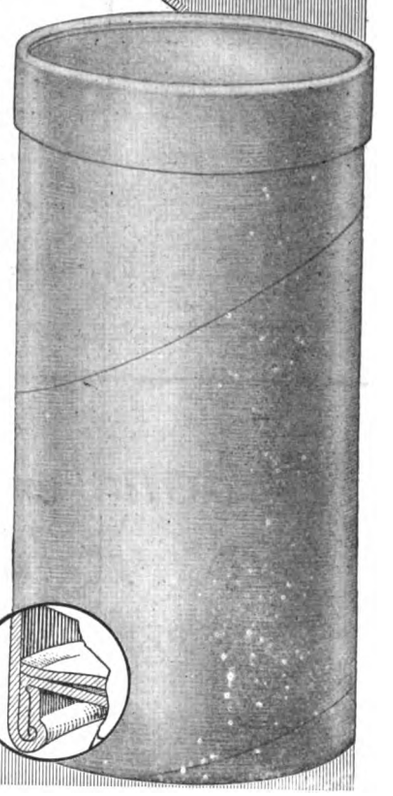
people like to carry "Sealrights"—neat, sanitary, attractive and easy to carry. There is no danger of leaking or dripping—note double bottom construction. Sealrights keep bulk ice cream in perfect condition.

Six Sizes—half gallon, quart, pint, 12 ounce, half pint, quarter pint. No loss thru over measure. Each size holds Exact Capacity.

Order Thru Your Jobber—Write Us for Samples

SEALRIGHT CO. INC., Fulton, N.Y.

Largest Manufacturers in the World of Cylindrical Liquid-Tight Paper Containers



The House of Exclusive Favors

We are now showing the complete line of June Wedding Favors—

Including

Silver Wedding Cake Sets
Dressed Bridal Kewpies
(2½ in.—12 in.)
Snapping Mottoes
Jack Horner Pies
Bon Bon Cups
Lace Papers
Paper Cases, etc.

Our HALLOWE'EN LINE is now on display

Send us your open orders. None too small to rceceive our best attention.

E. L. Sommers & Co., Inc.
926 Broadway, New York
(Between 21st and 22nd Sts.)

MARRONS

Delicious French Chestnuts

Imported Whole Marrons in Vanilla Syrup, all ready for Draining and Glacéing.
Marron Pieces in Vanilla Syrup—for use in Ice Creams, Nesselrode and at the Fountain.
Try whole Marrons for Chocolate Dipping.

Europe's Favorite Confection

No really exclusive shop can afford to be without

Marrons Glacès
Marron Sundaes
Nesselrode, Etc.

Packed—
In No. 10 Tins—
Net weight 9 lbs.
In No. 5 Tins—
Net weight 4¾ lbs.

MARRONS FOR SUNDAES—
6, ½ gal. Jars to Case

NESSELRO SUNDAE
The right mixture of Marrons and fruits blended with a special Rhum punch flavor—for the fountain.

G. B. RAFFETTO, Inc.
408-10-12 W. 13th St.
NEW YORK CITY



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If
You Can Sell
any caramels, you can sell
Daisies
A sample will convince you
Write for it
E. H. Josselyn
714 N. Durham Street Baltimore



Nowadays It Is Quality
with fair prices that count—ROBERTSON'S will make you friends and customers on that basis.
Made since 1820.
ROBERTSON CANDY CO.
New York

Established 1905.
Ribbons and Ribbonzene
ROBERT KENNEDY
456 FOURTH AVE., NEW YORK CITY, N. Y.
Gro Grain, Satin Gro Grain, Satin Taffetas, Taffeta, Jacquards, Fancies, in all Silk, and Silk with Cotton Mixtures, also Ribbonzene.
Dyed special to match any shade, also printed in any designs.



POPPING CORN
Selected White Rice, also JAP hull-less, or Baby rice, 100 and 150 lb. sacks, spot stock or field shipments, sack, ton, or car lots.
Bradshaw Co.
New York

Washburn's
COCOANUT BISCUITS *and* MACARETTES
have been the country's standard for over sixty years.
Recent increases in manufacturing capacity now enable us to fill all orders promptly.
Bigger Pieces
Better Prices
Quick Shipments
F. B. Washburn & Co., Brockton, Mass.
Established 1856

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We Offer Complete and Attractive Line in Decoration Day, 4th of July, Hallowe'en, Thanksgiving and Christmas Novelties

We have a complete assortment in stock of our new Window Display Bowls, both in Metal and Wood Combinations

FANCY BOXES, including Hearts made from Paper, Silk, Satin Tapestry and Brocades, etc.

BASKETS, in the latest Floral and Figure effects, lined, unlined, hand painted and silk straw trimmed with ribbons and flowers to match.

Dressed Dolls, in all the latest Fashions, and, with Electric Light Attachment.

Tin Boxes, oblong, round Paper covered and hand painted in great variety, both Flowers and Figure Designs of all of the latest up-to-date Sensations.

We are sole distributors in the United States and Canada for the original manufacturer of High Class Satin Hand-painted Plain and Pillow Top Candy Boxes. We have most attractive and entire new designs in this line.

If you cannot call, it will pay you to write us for quotations, samples and particulars before placing your orders.

M. MICHAELIS & SONS 466 and 468 Broadway, N. Y.

BRANCH HOUSE: 229 South Second Street, PHILADELPHIA, PA.

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NOTHING IS TOO GOOD

for

AMERICAN CANDY-EATERS!

"Children ought to have as good candies to eat as grown people"

1. **COCOANUT GOODS** absolutely **free** of all **meal, cerealin,** etc.

2. **BUTTER CREAMS** absolutely **free** of all **substitutes** used by **all imitators.**

3. **CREAM DRAGEES** have been made by us **exclusively** for many years. They are known in most of the **better class** of stores throughout the United States as the best-selling and best-keeping pan work on the market. They are especially **suitable** for **hot weather.**

4. **MARSHMALLOWS** made with The Best **Egg-White** and absolutely **free** of **so-called "Gelatine."**

5. **JUJUBE and GUM GOODS** known for many years throughout the U. S. for their **eating quality** — "The Best."

6. **FINE CREAM SPECIALTIES**—excellent sellers **during the summer** as well as in other seasons.

7. **OTHER SPECIALTIES**—sold for nearly a half-century in most of the **better class stores** throughout the country.

Conforming to this well-known principle, all our

NOVELTIES

are carefully prepared and calculated to prove, like all our other goods, to be

"THE BEST" { EATING / SELLING and

Most Profitable Goods for { JOBBERS and / RETAILERS.

SUITABLE for all CLIMATES

We will sell all our goods as low as **prevailing circumstances** will permit.

PH. WUNDERLE ——— 118-132 Pegg Street, Philadelphia

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Chocolate Dipping Paper

PORCELAIN FINISH

Grade W

For hand work—NOT embossed:

500 lbs.	250 lbs.
14c lb.	15c lb.
100 lbs.	Less
16c lb.	20c lb.

Stock Sizes

10x14 12x12
12x18

Grade 31

For penny and bar goods:

500 lbs.	250 lbs.
14c lb.	15c lb.
100 lbs.	Less
16c lb.	20c lb.

Stock Size

15½x35

Grade K B

For high-grade Enrober Work:

500 lbs.	250 lbs.
15c lb.	16c lb.
100 lbs.	Less
17c lb.	21c lb.

Stock Size

15½x35

Grade J

For hand work—PLAIN or to be EMBOSSED:

500 lbs.	250 lbs.
18c lb.	19c lb.
100 lbs.	Less
20c lb.	23c lb.

Stock Sizes

10x14 12x12
10x35 12x18

Grade Y R

For high-grade Enrober Work —PLAIN or to be EMBOSSED:

500 lbs.	250 lbs.
20c lb.	21c lb.
100 lbs.	Less
22c lb.	25c lb.

Stock Sizes

15½x35
15x35¾

ROLLS: Grade W can be furnished in 24" and 30" widths.
" 31 " " " " 15½" and 31½".
" KB " " " " 15½" and 31½".
" J " " " " 10-12-14-15-30" widths.
" YR " " " " 15-15½-23½-24-24½-30½-31½".

Average Cost Per Thousand Sheets—500-lb. Lots

Grade W—10x14	$3.08	Grade J—10x14	$3.60
12x12	3.08	12x12	3.60
12x18	4.90	12x18	6.25
		10x35	10.80

PLAQUE SIZES—Grade KB—15½x35	$13.50
" 31—15½x35	14.28
" YR—15½x35	17.60
15x35¾	17.60

SPECIAL SIZES MADE TO ORDER—SHEETS OR ROLLS

CHOCOLATE DIPPING PAPER

OUR PORCELAIN FINISH

gives the high finish on the bottom of chocolates so much desired. May be used many times. It will OUT WEAR any other paper on the market. Stock sizes, 10 x 14, 12 x 12, 12 x 18, 15½ x 35, and 15 x 33¾. ENROBER Papers, Sheets and Rolls with and without eyelet; plain or embossed. Odd sizes made to order. Order your Embossed Dipping Paper as early as possible to avoid delay Samples cheerfully sent on request.

CARTER, RICE & CO. (Corporation), BOSTON, MASS., U. S. A.

EMBOSSED DIPPING PAPER QUOTATION GIVEN ON REQUEST
ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE

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The Country Home of

HORTON SWEETS CO. INC.
RIDGEFIELD PARK NEW JERSEY

PREMIERS

and a Full Line of

Licorice and Sugar Specialties

HORTON SWEETS

Candies FOR Kiddies

Quaker City Summer Goods

A complete assortment of real sellers made especially for the warmer season.

Quaker City Ices

(Pure Cocoanut)

Cream Virginia Peanuts

Cream Mint and Wintergreen Wafers

O-U-Kids

and a large assortment of

GUM AND JELLY PIECES
ICED GOODS

PAN WORK
WRAPPED CARAMELS

packed as penny or weight goods.

In Demand Everywhere

QUAKER CITY CHOC. & CONF. CO. - Philadelphia, Pa.

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LAST CALL

FOR THE

National Confectionery and Associated Industries Exposition
Coliseum, Chicago, May 22-27

The opening of the Big Show is close at hand.

By all odds the biggest event that has ever occurred in the Candy Industry.

All the National Associations of the trade hold their conventions the same week, viz.:

National Confectioners' Association, May 24-26
Associated Retail Confectioners of the United States, May 22-24
National Jobbing Confectioners' Association, same week

A grand reunion of the American Candy Trade.

Every prospect brought right to the door of the machinery and supply man who has an exhibit at the Exposition at the Coliseum.

Exhibit space has been taken by the following:

Acme Steel Goods Co.
Aluminum Co. of America
American Cocoanut Butter Co.
American Oven & Machine Co.
American Plastic Products Corp.
American Sugar Refining Co.
Aridor Company
Atlantic Gelatine Co.
Franklin Baker Co.
Jos. Baker Sons & Perkins Co.
Bear-Stewart Co.
Bendix Paper Company
Blanke-Baer Ext. & Preserving Co.
Emil J. Brach
Bucyrus Copper Kettle Works Co.
B. H. Bunn & Co.
Bunte Brothers
Candy Craft Shops, Inc.
Candy & Ice Cream
Candy Jobber
Candy Manufacturer
Clarke's Candies
Clinton Corn Syrup Refining Co.
A. M. Collins Mfg. Co.
Confectioners Journal
Confectioners Mercantile Agency
Conley Foil Company
Container Club
Cordley & Hayes
Downey-Turnquist & Co.
T. M. Duche & Sons
Thomas W. Dunn Company
Eline, Inc.
Essex Gelatine Co.
Fortune Products Co.
Franklin Sugar Refining Co.
Fries & Fries Co.
Gallanis Brothers
General Electric Co.
Gerrard Wire Tying Machine Co.
J. W. Graf & Co.
Grand Rapids Label Co.
Haug & Co. Inc.
Hobart Mfg. Co.
Hudson Mfg. Co.
Ideal Cocoa & Chocolate Co.
Improved Appliance Co.
International Confectioner
W. K. Jahn Company
Johnston Tin Foil & Metal Co.
Kaltenbach & Stephens, Inc.
Kay-White Products, Inc.
Kearns-Gorsuch Bottle Co.
H. Kohnstamm & Co.
Lehmaier Schwartz & Co.
Listerated Gum Corp.
Merrell-Soule Sales Corp.
Metal Package Corp.
Milwaukee Paper Box Co.
Milwaukee Printing Co.
A. E. Myers & Company
National Aniline & Chemical Co.
National Art Company
National Bundle Tyer Co.
National Licorice Co.
National Seal Co.
Northwestern Confectioner
Nucoa Butter Co.
E. & A. Opler, Inc.
Henry H. Ottens Mfg. Co.
Panay Horizontal Show Jar Co.
F. F. Pease Co.
Read Machinery Co.
Runkel Brothers
F. J. Schleicher Paper Box Co.
S. E. Schonwasser Co.
H. Schultz & Co.
Senneff-Herr Co.
Sethness Company
Harold A. Sinclair
Smith Scale Co.
Snows Candy Corp.
Soda Fountain
Stadler Photographing Co.
Swift & Company
Sykes & Thompson Co.
Stein-Hall Mfg. Co.
Wm. J. Stange Co.
Tin Decorating Co.
United Chem. & Organic Prod. Co.
United States Gelatine Co.
Vacuum Candy Machinery Co.
Voorhees Rubber Mfg. Co.
Vortex Mfg. Co.
L. Weiscopf
John Werner & Sons, Inc.
White-Stokes Company
H. O. Wilbur & Sons, Inc.
Williamson Candy Co.
Margaret S. Wilson

No manufacturer or supply dealer can afford to stay out.

Every space will be taken before the show opens. If you are not yet in, wire at once to the

EXPOSITIONS COMPANY OF AMERICA

1362 Congress Hotel **Chicago, Illinois**

TELEPHONE HARRISON 0205

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Insist Upon Having the

"GENUINE"
Sweet Milk Chocolate
Hershey's KISSES

Be Sure They Contain the Identification Tag "HERSHEY'S"

Made by Hershey Chocolate Co., Hershey, Pa.

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LA CELLOPHANE

(Reg. U. S. Pat. Off.)

"The peerless package wrapping paper"

-- 1910 --

Good standing is evolved from services well and consistently performed.

-- 1922 --

FRANZ EULER & CO.
173 LAFAYETTE STREET
NEW YORK

You Get the Benefit

OF OUR NEARLY

40 Years' Experience

THROUGH OUR

Co-operative Service

Bring Your Flavor Problems to

Foote & Jenks
EXPERT FLAVOR SPECIALISTS
Jackson, Mich.

The Confectioner with an Idea

Different grades and varieties of cane sugar can be used to great advantage in varying the appearance, taste and delightfulness of confections.

Confectioners who select their sugars from our line of over 50 grades and varieties of cane sugar, have the widest range of choice and the greatest opportunity to produce confections that are better and different.

You know the value of a good, new idea in producing more profitable business.

American Sugar Refining Company

The Most Complete Line of Sugar in the World

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A coating for ice cream that is good, is more than a covering.

It tastes good.

Does yours?

We have developed formulae for coatings that the consumers remember.

SCHWARZ LABORATORIES

Analysts and Consultants

113 Hudson Street NEW YORK



1906-1922

A 17 years' test of popularity.
Tin packing, 7 lb. tins—18 tins to case.
Liked by children and grown-ups.
An "all-year-round" seller.
Nationally known.
Trade mark brand.
Ingredients—finest grade—{cane sugar. / oil of peppermint.
Cost low for quality. Giving splendid profit to jobbers and retailers, at same time wonderful value to consumers.

MAKERS OF V-ALL-NO AFTER DINNER MINT

Manufacturing Co. of America
Philadelphia, U. S. A.

UNION EXTRACT WORKS

Our 40 years experience has taught us there is always a buyer for a quality product.

Try some of our leaders

Roman Punch Flavor Egg Nog Flavor
Raspberry Fruit Flavor Maple Flavor
Honey Flavor Vanilex

WRITE FOR PRICES

WIDMAYER & JUNGLING

successors to

MERGENTIME & LAMM, 158 Chambers St., N. Y.

DARCO
REG. U.S. PAT. OFF.

The Refining, Purifying, Deodorizing, Decolorizing

C A R B O N

HIGHLY EFFICIENT — AMERICAN MADE

Candy manufacturers and bottlers are invited to consult with our experts, who will be pleased to explain how DARCO effects great economies in production.

DARCO CORPORATION
(Controlled by Atlas Powder Company)
WILMINGTON, DELAWARE

GET BUSY

NOW ON THE MARKET:

CHOCOPOPS FLYING TOPS 1c.
PENNY COUGH DROPS PAINTED TOPS 2c.

Something new in the toy line, Penny Specs, packed 100 in a box. Don't forget our regular line of Premium Boxes including OUR KIDDIES.

THE GEO. J. BRUNELL CO.
18 Park Street Webster, Mass.

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We make the outside of your PACKAGE as good as the inside



THAT touch which gives *character*—we put it into labels and folding boxes in a way that means selling success. It is second nature to us. Our designers know *color* and how to use it for profits to you. For pound goods or small goods, you can't find better than the beautiful creations we turn out. Large and small orders are welcome. Write for samples and prices.

The United States Printing and Lithograph Company

Color Printing Headquarters

130 BEECH STREET, CINCINNATI

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Cast your Nougatines in starch with

White Stokes
FONDAX

and greatly increase your output with a great saving of labor and factory space. With Fondax the process is simple and there is no sacrifice of lightness or chewing quality. Write us for trial order and directions.

154 W. Lake St.
Chicago, Ill.

White-Stokes Company, Inc.

253 : 36th St.
Brooklyn, N. Y.

Mr. Dealer--Prepare to increase your sales in 1922 by having in stock plenty of our new, bigger, better

PENNY GOODS

We especially call your attention to

5c *Lasco Peanut Butter Bar* 5c

also penny size

Order Now---Samples on Request

The LAUER and SUTER Company, Baltimore, Md.

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Just Out!



Necco Peps

JUST OUT AND SELLING FAST

Jack up sales! Get in back of this live one! Necco Peps are popular. Made of Peerless Wafer Stock, this smooth, fine lozenge dissolves evenly to the last tiny morsel. Deliciously flavored with natural peppermint.

Necco Peps show a *fine* profit anywhere in the United States. Boxes 20 rolls—48 Box Cases.

Necco Wafers

3 oz. 24's	40 Box Cases
2 oz. 24's	48 Box Cases

Trade Mark Reg. U.S. Pat. Office
Necco Sweets
New England Confectionery Co. BOSTON

NEW ENGLAND CONFECTIONERY COMPANY
BOSTON MASS.

75 Years of Successful Candy Making

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Hoefler's CENTENNIAL CHOCOLATES, INC.

CENTENNIAL CHOCOLATES

in the new selected assortment

(24 pieces to the pound)

WE want jobbers and dealers to see and know and sell these wonderful goods. They look good and they are good—outside and inside—all the way through—delicious, delightful, proving popular with our whole trade.

The light gray box is neat and attractive.

Delight your trade by offering this combination:

PINEAPPLE FRUIT	**RASPBERRY FRUIT**
MAPLE WALNUT	**MINT FUDGE**
TUTTI FRUTTI	**COCOANUT VANILLA**

In half-pound, one pound and two pound packages

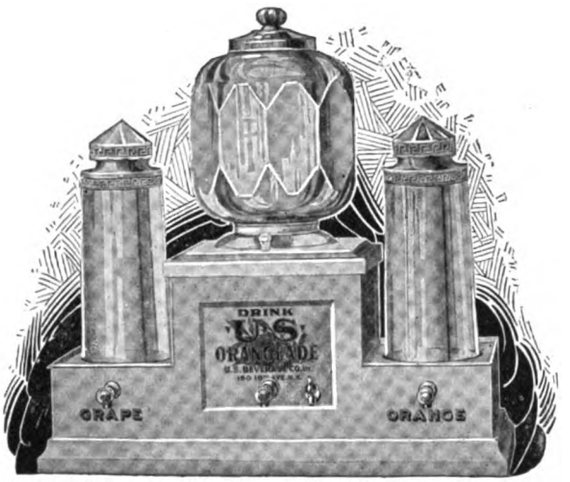
HOEFLER'S CENTENNIAL CHOCOLATES, Inc.

Buffalo, N. Y.

Astoria, Oregon **San Francisco**

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Another "Rotax" Creation!



The Cooler --- Fountainette

Mechanically a MASTERPIECE that represents the ultimate in Cooler-Dispenser service, an unusual combination of display and maximum efficiency—the proper equipment for those who want to INDIVIDUALIZE their drinks.

Write at once for catalog

ROTAX COMPANY, Inc.

384 East 133rd St., New York City

OUR SPECIALTIES

AMERICAN MAIZE PRODUCTS COMPANY
CRYSTAL CORN SYRUP
AMAIZO
TRADE MARK
43
CHICAGO

AMAIZO Confectioners' Thin Boiling and Moulding Starches

AMERICAN MAIZE PRODUCTS CO.

135 William Street, NEW YORK
111 W. Monroe St., CHICAGO

ALWAYS A GOOD SELLER

METRO

SWEET MILK CHOCOLATE COVERED

UNWRAPPED OR FOILED **PILLOWS** 24 IN A BOX

(PEANUT BUTTER CENTER)

MADE BY THE ORIGINATORS

OF

CHESTERFIELD CARAMELS

THE METRO CHOCOLATE CO., INC.

122-124 WASHINGTON AVE. BROOKLYN, N. Y.

WATCH NEXT ISSUE!

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NULOMOLINE
THE MONEY ON SUGAR

During Convention Week—

Representatives of our Service Department will be at our permanent exhibit in the Wrigley Building.

Samples of fine candies and the proper formulas and information for making them will comprise our exhibit.

THE NULOMOLINE COMPANY



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Those who appreciate the value of pleasing their trade, and the "ultimate consumer," will find it to their decided advantage to use in all their chocolate coatings

HAEHNLEN'S HARDENER

(A pure, vegetable product)

Write for information and quotations

Manufactured by
L. S. Haehnlen
3817 Wyoming Street, St. Louis, Mo.

Sole Distributors
Haug & Co., Inc.
295 Broadway, New York, N. Y.

MEET US AT THE CONVENTION

VAN-MUL

A HIGHLY CONCENTRATED VANILLA

Made of **MEXICAN BEANS** and Fortified

Will Not Freeze or Cook Out

3 drams (10 cents) Flavors 100 lbs. Candy
¼-oz. (7c) Flavors a 5½-Gal. mix of Ice Cream

MANY SATISFIED USERS

Can be made into an Extract by adding warm water—1 pound makes 2 gallons.

PRICE—PER POUND

1 pound Containers $5.00
5 pound Containers 4.50
Special Contract Price ORDER NOW

True Fruit Extracts

STRAWBERRY	APRICOT	$7.50 per gallon in 6-gallon cases—one kind or assorted.
RASPBERRY	PEACH	
BLACKBERRY	GRAPE	
LOGANBERRY	CURRANT	
PINEAPPLE	CHERRY	

Downey-Turnquist & Co.
Manufacturing Chemists
SODA WATER FLAVORS TRUE EXTRACTS
537 N. Dearborn St., Chicago, Ill.

Penny Goods
OF
Hard Candy

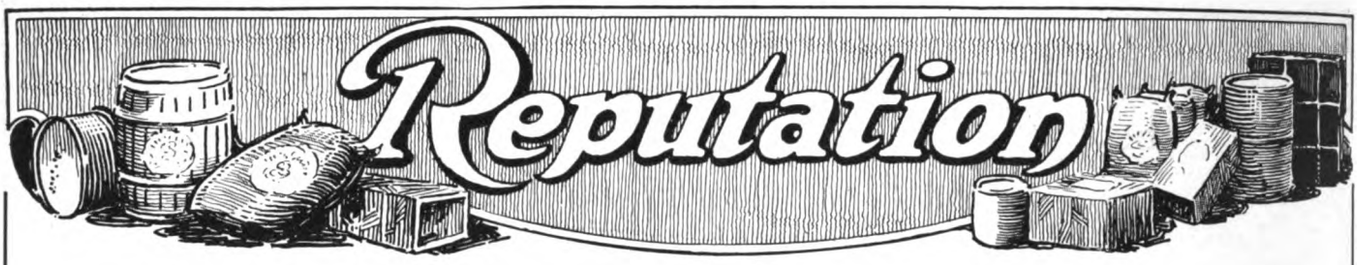
M. M., Cream, Cocoanut,
Chocolate Covered, Jelly and Pan

ALSO

Stick Candy in Barrels and
Pail Specialties

The Blue Ribbon Candy Co.
749-51-53-55 W. Pratt St.
BALTIMORE, MD.

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DRIED EGG PRODUCTS
from China

CEYLON DESICCATED
COCONUT
all cuts

MOULDING AND
THIN BOILING
STARCHES

CONFECTIONERS'
FLOUR

Whether placing a small order or contracting for yearly requirements, the prospective buyer should know his source of supply.

For fifty-six years the trade has known this House to deal fairly, maintain quality and render service in the customer's interests.

On such bed-rock is our reputation founded.

STEIN, HALL & COMPANY
INCORPORATED
MANUFACTURERS AND DIRECT IMPORTERS
61 BROADWAY EXECUTIVE OFFICES NEW YORK
Branches:
BOSTON PHILADELPHIA SAN FRANCISCO CHICAGO



TEXTILE MILLS
PAPER BOX MFRS.
WHOLESALE GROCERS
CONFECTIONERY MFRS.
PAPER MANUFACTURERS
RUBBER MANUFACTURERS
CORDAGE MILLS
CARPET AND LINOLEUM MFRS.
LAUNDRY SUPPLIES
BAKERS' SUPPLIES

CORN PRODUCTS REFINING CO.
CONFECTIONERS CRYSTAL
CORN SYRUP
(UNMIXED)
U.S.A.

Unexcelled for Cooking Qualities

Corn Products Refining Co.
17 Battery Place NEW YORK

Artificial Fruit Flavors

RASPBERRY
STRAWBERRY
PINEAPPLE
GRAPE
ETC.,

AT ATTRACTIVE PRICES

H. C. RYLAND
ESSENTIAL OILS
52 Laight Street, New York
Chicago Office: 2704 Greenview Ave.

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San Francisco is the contact point. Practically all importations from the Orient pass through this port. The S. E. Schonwasser Co., of San Francisco, importers of Chinese baskets and novelties, are coming into the Eastern field with a line that surpasses anything on the present market.

MEET US AT THE CONVENTION!
May 22nd to 27th
CHICAGO COLISEUM
Booth 144-145

We want you to visit our booth at the convention. You will see novel Oriental ideas in many different styles of baskets, all of Chinese origin. Genuine Chinese pure silk tassels of vivid hues; beautifully colored imitation stone rings and beads; genuine Chinese brass coins and tokens. These attractive features, together with skilled Chinese workmanship, enable us to offer the American public the most comprehensive line of Chinese baskets yet shown.

S. E. Schonwasser Company

420 Market Street
SAN FRANCISCO CALIFORNIA

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For Pure Vegetable Butters

Stick to the ORIGINALS

KoKoReKa

Parasub

Ko-Nut

And Be Assured of Quality and Uniformity

KoKoReKa

is a pure vegetable butter used for thinning chocolate, caramel work, nougats, butter scotch, chews, fudges and chocolate covered ice cream bars.

Ko-Nut

is king for salted nuts, a pure sweet neutral nut fat for roasting salted nuts, popcorn, slab dressing, kisses, chewing candies, ice cream cones and as a filler.

For Ice Cream Bars

KoKoReKa Is the choice of the leaders in this profitable new line.

Our Demonstrators

are practical men with years of experience. At any time you meet difficulties with your goods, write us. Our demonstrators will advise you, and if desired, will, when in your city, work out your problems in your factory.

Write for Free Booklet

"Science in Confectionery." Also for our new special literature, "Uses and Abuses of Chocolate Coating;" "How to Salt Peanuts;" and "Popping Corn with Ko-Nut."

Free samples of our goods on request

INDIA REFINING CO.

PHILADELPHIA

ORIGINAL Manufacturers of Refined Cocoanut Oil Products in the United States

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Bring on Your Hot Weather

You are buying candy now with an eye to the days when everything seems to melt and run.

Hot weather candies — made purposely to stand the heat, every one a well proven summer seller and packed as you would like to have them — await your orders.

Snows make a general line of dependable candy — all uniform in quality, size and pack. Our monthly price list is used by many as a Standard of the confectionery business.

All candy buyers should have one. Send for it.



C. 1922

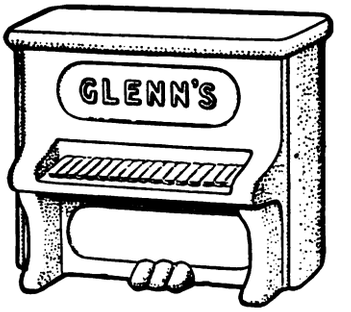
SNOWS CANDY CORPORATION

C. 1922

337 East Illinois Street
CHICAGO, ILL.

Try This On Our

NEW PIANO



"Sing a song of success,
A pocket full of cents,
All these little penny sales
Help to pay the rents."

Samples and prices of our New One Cent Chewing Gum Pianos to jobbers only

J. W. GLENN

The ORIGINAL Manufacturer

PURE CHEWING GUM NOVELTIES

65 Carroll Street **Buffalo, N. Y.**



Manufacturers of Pure Food Gelatines

BUILT on all the LATEST, UP-TO-DATE, LABOR SAVING LINES to produce ALWAYS a uniform ARTICLE.

Our RAW STOCK supplied by our OWNERS assures THIS.

Our Grades are of the HIGHEST QUALITY OBTAINABLE, clear to the point of TRANSPARENCY, SWEET, FREE OF ODOR, and GUARANTEED to comply with all STATE and NATIONAL PURE FOOD LAW REQUIREMENTS.

ITS USE INSURES GOOD TEXTURE AND A SMOOTH CREAM.

A TRIAL ORDER will convince you that these are the best grades of GELATINE in proportion to price that can be secured.

ATLANTIC GELATINE COMPANY

HILL STREET, WOBURN, MASS.

BRANCHES:

NEW YORK
3415 Woolworth Bldg.

CHICAGO
Suite 510-11
118 N. La Salle Street

SAN FRANCISCO
suite 240 Hansford Block
268 Market Street

BALTIMORE
1012 Union Trust Bldg.

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HEADQUARTERS FOR

Peanut Specialties

All Big Sellers and Good Money Makers

Send Your Order—For Prompt Shipment

Choc. Peanut Cluster Bars	100 to box—46c
Ever Best	100 to box—55c
Cocoanut Toasted Bars	100 to box—55c
New York Jumbos	120 to box—60c
Choc. Peanut Chips	120 to box—60c
Choc. Peanut Cluster Bars	24 to box—46c
Virginia Nut Krisps	24 to box—60c

Sugar Toasted Peanuts—Packed in 40-lb. cases or barrels, weighing about 200 lbs.

Prices Sent Upon Request

Virginia Peanut Product Co.
79-81 Delevan Street Brooklyn, N. Y.



PINEAPPLE CUBES

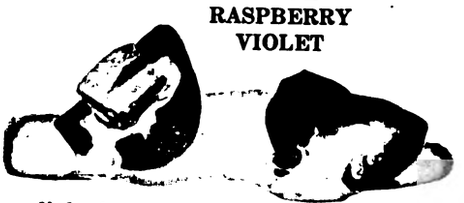
FOR DIPPING

Packed in No. 12 (Gal.) Cans Gallon Glass Jars

8 Flavors - 8 Colors

CREME DE MINT	GREEN
ORANGE	ORANGE
MARASCHINO	RED
LEMON	LEMON
NATURAL	NATURAL
GRAPE	PURPLE
RASPBERRY	RED
VIOLET	VIOLET

Wonderfully Delicious!



Two Sizes
800-900 Count
1100-1200 Count

Processed right to cordial when cream dipped and chocolate covered
(Note illustration)

Order a case—6 cans assorted flavors—*Today*
Prices and results will more than please you.



Blanke-Baer Extract & Preserving Co.
3224-34 South Kingshighway St. Louis, Mo.

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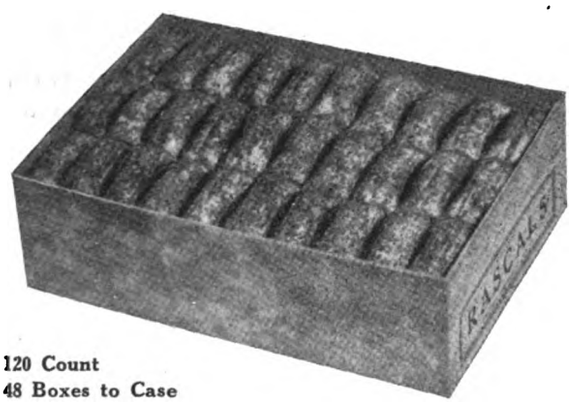
RASCALS

TRADE MARK REGISTERED

Nutritious Delicious

A Penny Summer Specialty With a *Come-Again* Flavor

Rascals are different from any other candy you ever tasted. There's a rich, smooth Virginia Peanut Butter that you'll appreciate when a Rascal melts in your mouth. It's a good sized mouthful of creamy deliciousness, covered with fresh toasted cocoanut.



120 Count
48 Boxes to Case

RASCALS Sell Best Because They Taste Best When the Weather Is Warm



Actual Size RASCAL
Bigger and Even Better Than Last Year

RASCALS were a novelty last year, and a few hundred quick-acting jobbers cleaned up splendid profits. This year RASCALS are an established success and everybody can share in it. Put your stock in early—get your customers to taste some and you'll keep coming back to us for more all through the season.

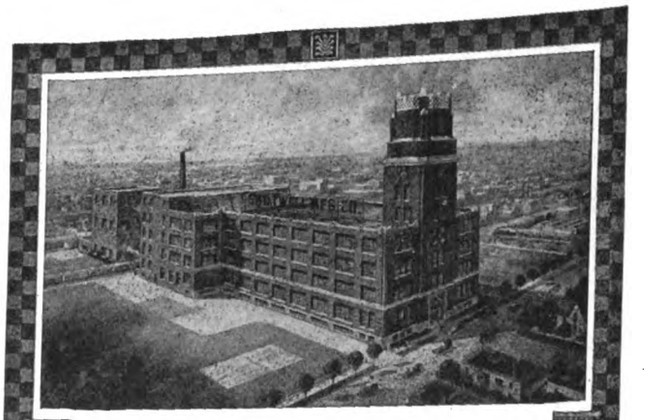
Write today for samples and prices

We Have Several Good States Open for Agencies. Write

Penn Treaty Confectionery Co.

In business since 1910.

135 Vine Street, Philadelphia, Pa.



The Biggest Five Cents Worth in the World

A tremendous demand, the 5c price, and Shotwell Quality has made CHECKERS the fastest selling package on the market today.

Dealers want this BUSINESS GETTER that brightens stocks and induces buying. Sell Checkers and your customers will become steady buyers.

ORDER NOW FOR PROMPT SHIPMENT

"Write it Checkers"



The Shotwell Mfg. Co.

CHICAGO BROOKLYN

CHECKERS
Shotwell's Marshmallows
Shotwell's Candy Bar Specialties

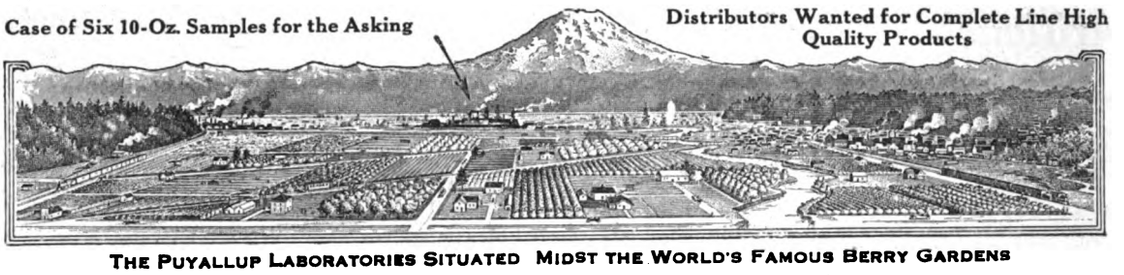
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BACK OF PUYALLUP QUALITY CONFECTIONERS' FRUITS AND MARASCHINO CHERRIES are modern laboratories with 11,000 bbl. cold storage capacity, situated amid the gardens of 1800 organized growers in the world's finest bush fruit area.

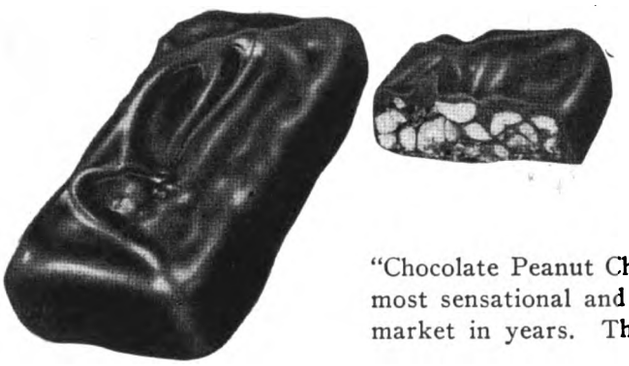
PUYALLUP & SUMNER FRUIT GROWERS CANNING CO., PUYALLUP, WASH.

Case of Six 10-Oz. Samples for the Asking

Distributors Wanted for Complete Line High Quality Products



THE PUYALLUP LABORATORIES SITUATED MIDST THE WORLD'S FAMOUS BERRY GARDENS



Notice to the Trade

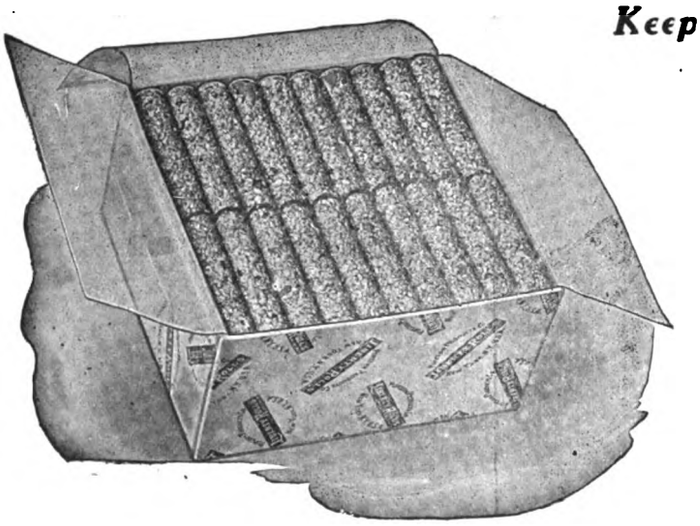
We take this opportunity of informing the trade that we have registered at the Patent Office, Washington, D. C., the name of

Chocolate Peanut Chews

Registered Serial No. 154,588.

"Chocolate Peanut Chews" is a pass-word with the trade. It is one of the most sensational and staple selling pieces that has been introduced to the market in years. There is only one **"CHOCOLATE PEANUT CHEWS."**

D. GOLDENBERG, 2935-37 Frankford Ave., PHILADELPHIA, PA.



Keep your trade well supplied with

LIBERTY ROLLS REG U.S. PAT. OFF.

POPCORN CIRCLES

and

KRISPO BARS

PACKED 120 COUNT

The "Steady Repeater" of the Popcorn Industry

Manufactured and Guaranteed by

The Popcorn Products Co., 1 Desbrosses St., New York

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Forward! March!

Three Pound Bulk Box

Delicious Hand Dipped Chocolates

(Glad to sell you Five Pound Boxes if you want them)

24 cents the Pound—72 cents the Box

(Except Special Centers, see Catalogue

Delivered

to

All Points East of Chicago, St. Louis, and New Orleans
Pro Rata Freight Beyond Those Points

See Here!

Our 3 pound box offer is little less than a REVOLUTION in the Confectionery Industry of the United States. For many years all of the better class bulk chocolates have been sold in 5 pound boxes. If times were great, and the pulse of business beating high, we wouldn't want to change that. Big Units mean Bigger Sales.

If Ambassador Chocolates were sold only by Marshall Field, of Chicago, John Wanamaker, of New York and Philadelphia, and the Big Merchants on the Main Streets of the Big Towns, we would not want to change that Unit. But times are out of joint, and it is up to every manufacturer, jobber and merchant to keep his stocks low, to watch every penny he invests, to turn his capital over, and the 3 pound box does all that. Just think of it, for every thousand dollars a jobber invests in bulk candy in 5 pound boxes, he need only carry $600 in 3 pound boxes, and he has the same assortments and the same facilities for taking care of every customer on his books.

The American public is not buying the great mass of its confectionery wants from the Department Store and the Big Merchant. Of course that is true. There are no available statistics of the number of small storekeepers of the United States, but they are placed here, there and everywhere in the back streets of our big Towns, North, East, South and West. They are found in the New England Villages, and the Kansas Crossroads, and 90% of the candy consumed in the United States is bought in that class of store. Very few of these stores are prosperous today and their owners are confronted with the difficulty of having adequate stock and wide enough assortment to attract and take care of what trade is going.

We have a thousand jobbers buying our goods, covering the territory between this City of Baltimore, and Far Off Denver, and everyone of them is dependent for his volume upon the small storekeeper. He sells the big fellow here and there, now and then, but from Monday morning until Saturday night the orders that come to him by telephone, by mail, through his salesmen or his own efforts is from the little fellows who, though buying a little, in the aggregate give him volume.

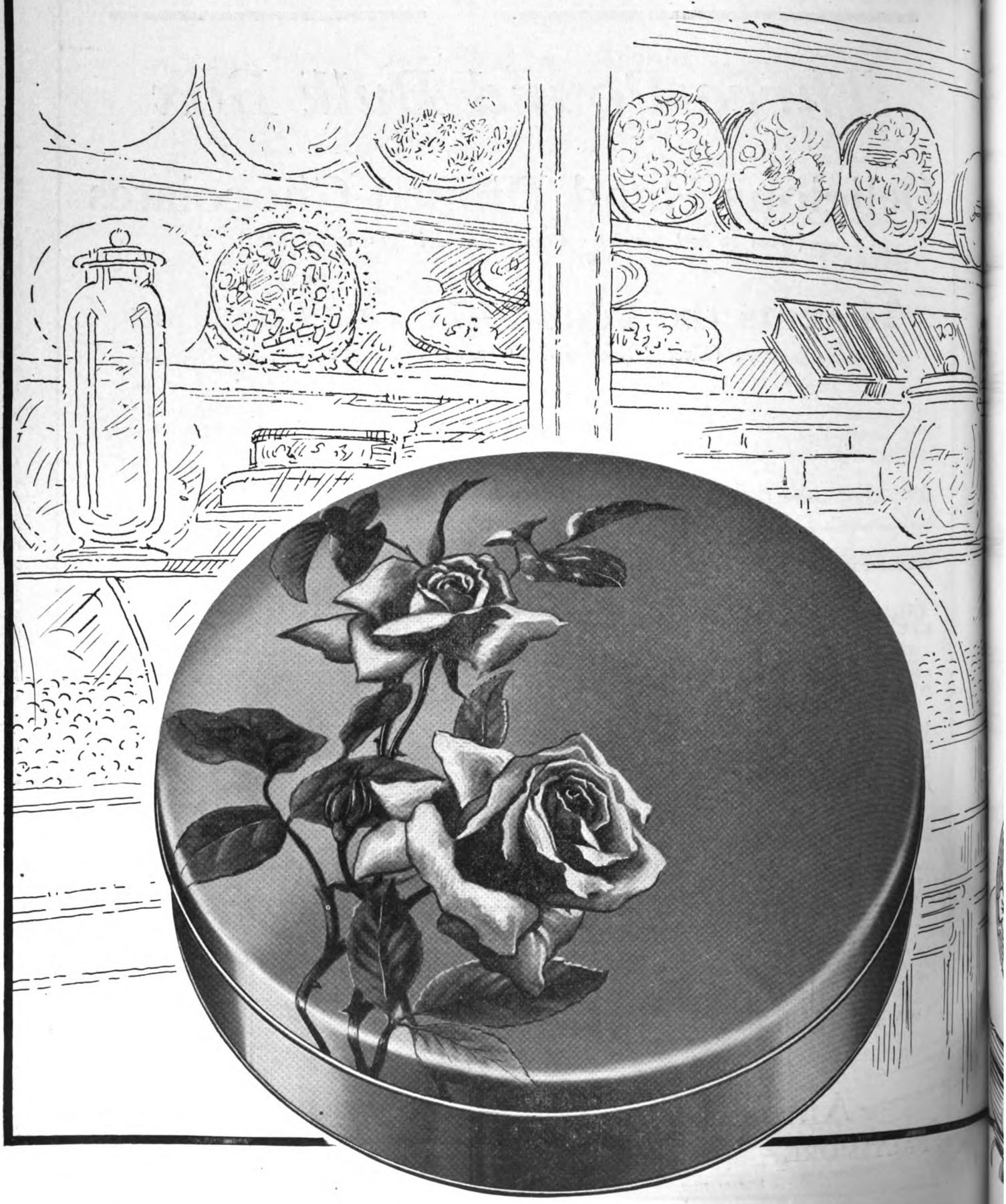
And, so we are putting out a 3 pound bulk box. First, to cut down the amount of stock necessary for each of our jobbers to keep on their shelves—**cut it down 40%**. Secondly, to cut down the investment of the retailer or give him the opportunity of wider variety and better display for the same money. We haven't done this without deep thought, without consultation with many jobbers in all parts of the Country. We are right. Write us for samples and full information.

Ambassador Chocolate Company

BALTIMORE **IN THE STATE OF MARYLAND**

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TINDECO BOXES



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Are Extra Salesmen in Your Store

Tindeco Metal Candy Boxes "pull" the kind of customers who buy candy by the box — regularly. And that's the kind that rings up *real* profit on your cash register.

All the big candy men are using Tindeco—the box of a thousand uses. Step in line with them. Phone, telegraph or write your order today. Immediate delivery.

PINK ROSE BOX (Price List)

In any quantity, 1 lb. size, $16.50; 2 lb. size, $18.50; 5 lb. size, $31.50 per 100

Visit Tindeco Displays

at convention of National Confectioners Association and National Retail Confectioners Association on May 22 to 26, inclusive at Coliseum, Chicago.

Also National Biscuit and Cracker Mfrs. Association, May 29 to 31 inclusive at Coliseum Annex, Chicago.

Also Pennsylvania Association of Baking Industry, June 5,6,7 at Bedford Springs Hotel, Bedford Spring, Pa.

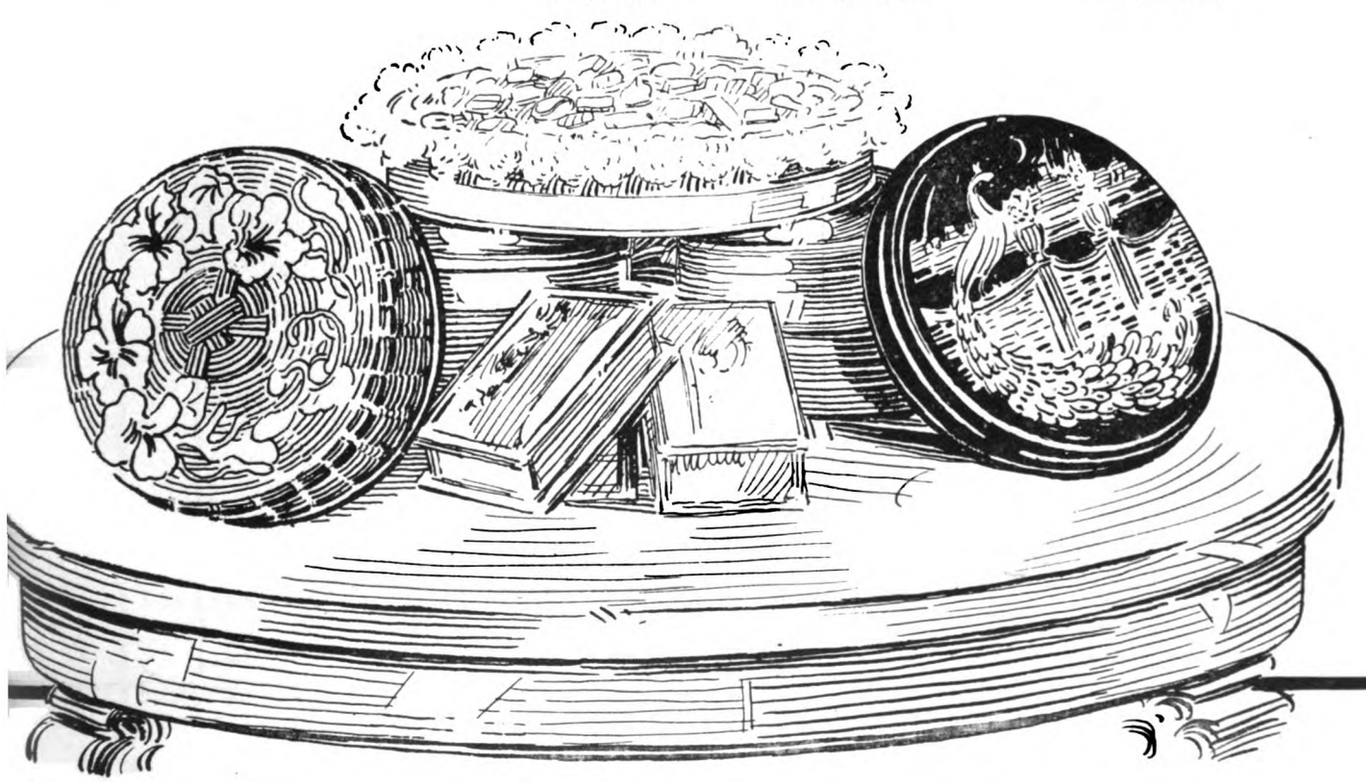
TINDECO

Decorated Metal Products

THE TIN DECORATING COMPANY OF BALTIMORE,

(The Largest Metal Decorating Plant In The World

469 Fifth Ave., New York City.
1616 North American Bldg. Chicago, Ill.
40 Court St., Boston, Mass.
311 Lyric Bldg Birmingham, Ala.
727 Union League Bldg Los Angeles, Cal.
Henry Bldg., Seattle, Wash.



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School Days

A Bottle of Milk at recess helps to make growing bodies sound and keeps youthful minds alert for the study hours ahead.

Milk is today increasing the health and efficiency of school children in many American cities. Use your influence to have milk dispensed during recess and lunch hour in your local schools.

Progressive milk dealers furnish *Stone's Seamless Straws* with Milk delivered at schools and offices because they

Safeguard the health
Protect the clothing
And eliminate the expense of costly containers

Stone's Straws are also dispensed freely at soda fountains, restaurants, and wherever your favorite drinks are sold.

Use a Straw or two with your next drink.

Stone's Straws add a novel touch of original daintiness to every home festivity. A sanitary box of 500 for home use may be obtained at small cost from your druggist.

The Stone Straw Co
Exclusive Manufacturers
Factories
Washington, D. C. - Baltimore, Md.



These Advertisements are now running in *THE SATURDAY EVENING POST* telling over 2,000,000 readers that Stone's straws are

- healthful
- economical
- pleasing

STONE'S STRAWS

Three Popular Lengths

10½" 8½" 6½"

Because of the constant demand for Stone's Seamless Straws in 10½ inch lengths for 10 ounce to 16 ounce bottles and in 6½ inch lengths for half pint milk bottles, (used largely in schools), the Stone Straw Company will carry stocks of these sizes for shipment in cases containing 50 boxes of 500 straws each.

The standard 8½ inch Stone's Straw is the correct length for 6 ounce and 8 ounce bottles and for soda fountain use.

Please address Inquiries to

The Stone Straw Co
Exclusive Manufacturers
Factories
Washington, D.C. Baltimore, Md.



The Best Drink Tastes Better Through A Straw

Stone's Seamless Straws
Safeguard your health
Protect your clothing
And cost you nothing

Stone's Straws are freely dispensed wherever your favorite drinks are sold.

Use a straw or two with your next drink.

Stone's Straws add a novel touch of original daintiness to every home festivity. A sanitary box of 500 for home use may be obtained at small cost from your druggist.

The Stone Straw Co
Exclusive Manufacturers
Factories
Washington, D. C. - Baltimore, Md.



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ON TO CHICAGO---

While you are here for the four big conventions in the candy world DON'T FORGET to visit

J. W. ALLEN & CO.

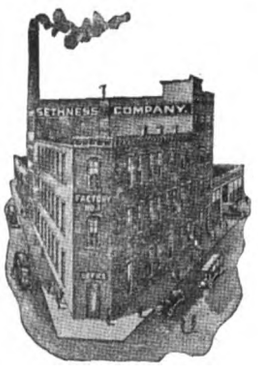
where you will be sincerely welcomed and shown the facilities that we have to render you efficient service and delivery on all equipment and supplies.

J. W. ALLEN & CO.

110-118 No. Peoria St. Chicago, Illinois

Sethness Company,

659 Hobbie Street CHICAGO, ILL.





Manufacturers of

Egg Fondants and Caramel Pastes
Extracts, Fruits and Colors

CREAMS FOR CHOCOLATE
CREAM CENTERS AND NOUGATS

EGG SPONGE NOUGAT KING
KANDY KORE MARVEL WHIP

FULL CREAM CARAMEL PASTE

TRUE FRUIT EXTRACTS ARTIFICIAL EXTRACTS
VANILLA EXTRACTS AND COMPOUNDS DIPPING FRUITS

SODA FOUNTAIN FRUITS
½ GALLON JARS ¼ GALLON JARS
BULK

MARSHMALLOW TOPPING
1 GALLON CANS HALF BARRELS
KEGS BARRELS

Operating 75,000 Square Feet for Quality and Service

DENVER BRANCH
Thirteenth and Wazee Streets

PITTSBURGH BRANCH
609 Chamber of Commerce Building

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BUILD BETTER BUSINESS
WITH
NATIONAL CANDY CO.
PRODUCTS

THE JOBBER

The Jobber who wants something new—

The Jobber who wants something that sells easily—

The Jobber who wants something the Retailer will sell quickly—

The Jobber who keeps an up-to-date stock—

Is the Jobber who *Builds Better Business* with *National Candy Co's. Products.*

Write us for further information.

NATIONAL CANDY CO. INC
Executive Offices
208 NORTH BROADWAY ST. LOUIS, MO.



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DELFT

THE WORLD'S BEST FOOD GELATINE

HAROLD A. SINCLAIR, 160 Broadway, NEW YORK

DISTRIBUTORS:

W. G. AHERN
40 Court St., Boston, Mass.
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221 State St., Boston, Mass.
C. E. RIDDLE
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ROCKHILL & VIETOR
180 N. Market St., Chicago, Ill.
Frank Z. Woods, Manager
BLANKE MFG. & SUPPLY CO.
214 Washington St., St. Louis, Mo.
NOYES BROS. & CUTLER
Park Square, St. Paul, Minn.
LEE-GREEFKENS CO.
31 Drumm St., San Francisco, Cal.
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944 E. Second St., Los Angeles, Cal.
BENJ. HOLLAND & CO.
1112 Western Ave., Seattle, Wash.
W. P. DOWNEY
88 Grey Nun St., Montreal, Can.

STOCKS EVERYWHERE

"Price is a relative term—Quality always a concrete fact."

A WELCOME AT BOOTH NO. 93

My compliments to the members of the N. C. A. and best wishes for 1922.

A word of appreciation is due to the many large and progressive confectionery concerns for their kindness in investigating the high qualities of DELFT and testing in their plants.

The patience, carefulness and broad-mindedness of these plant executives is commended.

The fact that nearly all the plants where exhaustive tests were completed resulted in adopting DELFT is a source of gratification, for all claims are made only after careful comparison and proper investigation.

We know what DELFT can do for you. It is with a sense of pride that we continue to furnish a gelatine which eliminates **all** worries. The repeat orders and letters of commendation and expression of satisfaction are gratifying.

Our Service Department may help to settle your problems. Try it.

We call your attention to our high class representatives and the fact that we carry stocks conveniently located for your wants.

Member
N. C. A.

Harold A. Sinclair

CHRISTO BRAND **LG** THE ONLY RELIABLE

Sterilized and Preserved Stuffed Glace Natural Fruits

Glace Stuffed Regular Prunes
Glace Stuffed Nutted Prunes
Glace Stuffed Regular Apricots
Glace Stuffed Grapefruit Apricots
Glace Stuffed Nutted Apricots
Glace Stuffed Cherries or Regular
Glace Pineapple
Glace Figs and Stuffed Dates
Glace Grapefruit
Turkish Delight — Nutted or Plain

For Particulars Write to

Christo Georgiades & Co.

148 39th Street - Brooklyn, N. Y.

GELATINE

Our gelatine is guaranteed to be absolutely pure and to stand the most severe tests of all present food laws.

Our fifty-four years of experience have so perfected our gelatine that it will produce incomparable marshmallow and Confectionery Specialties.

Milligan & Higgins Gelatine Co.
Established 1868
222-224 Front Street, New York City

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The Mark of Quality Cocoanut Products

"Quality speaks a universal language and commands a universal tribute." Everybody understands the language that Quality speaks. It is the plainest, simplest language in the world.

It cannot be "mispronounced"—cannot be made "polyglot"—cannot be "mimicked." Quality has become the Universal Language solely because the whole world has been educated to "pay tribute to it"—to demand it, and to buy for Quality and Quality **alone**.

American Cocoanut Butters Speak Quality and the American Cocoanut Butter Company **talks** Quality and maintains it.

American Cocoanut Butters say Quality when they reach you in their snowy freshness—say Quality when they go into your products—Quality when your products go to the retailer—Quality when your products reach the consumer as sweet and fresh as when they leave your plant however far they may travel.

And there's an American Cocoanut Butter scientifically perfected to meet your every need—to spread the **sweet** story of Quality in your products from the Tropics to the Antipodes—for these pure, carefully guarded Butters won't turn rancid whatever the climatic conditions.

ACOMO	ACOMINE	MAROKO
For chocolate work, Caramels, Nougats, Chews, Fudges and Butter Scotch.	For Kisses, Salting Nuts, Slab Dressing, Pop Corn Confections and Fillers for Hard Candies.	For Layer Caramels or Nougats and as Fillers for delicate wafers.

If American Cocoanut Butters are not already **speaking** Quality for you—you can't start them talking too soon. Samples will be gladly sent on request and our Laboratory Service is yours for the asking.

American Cocoanut Butter Company

Also Makers of ACOCOAT and ACOSET

CHICAGO
127 N. Dearborn St.

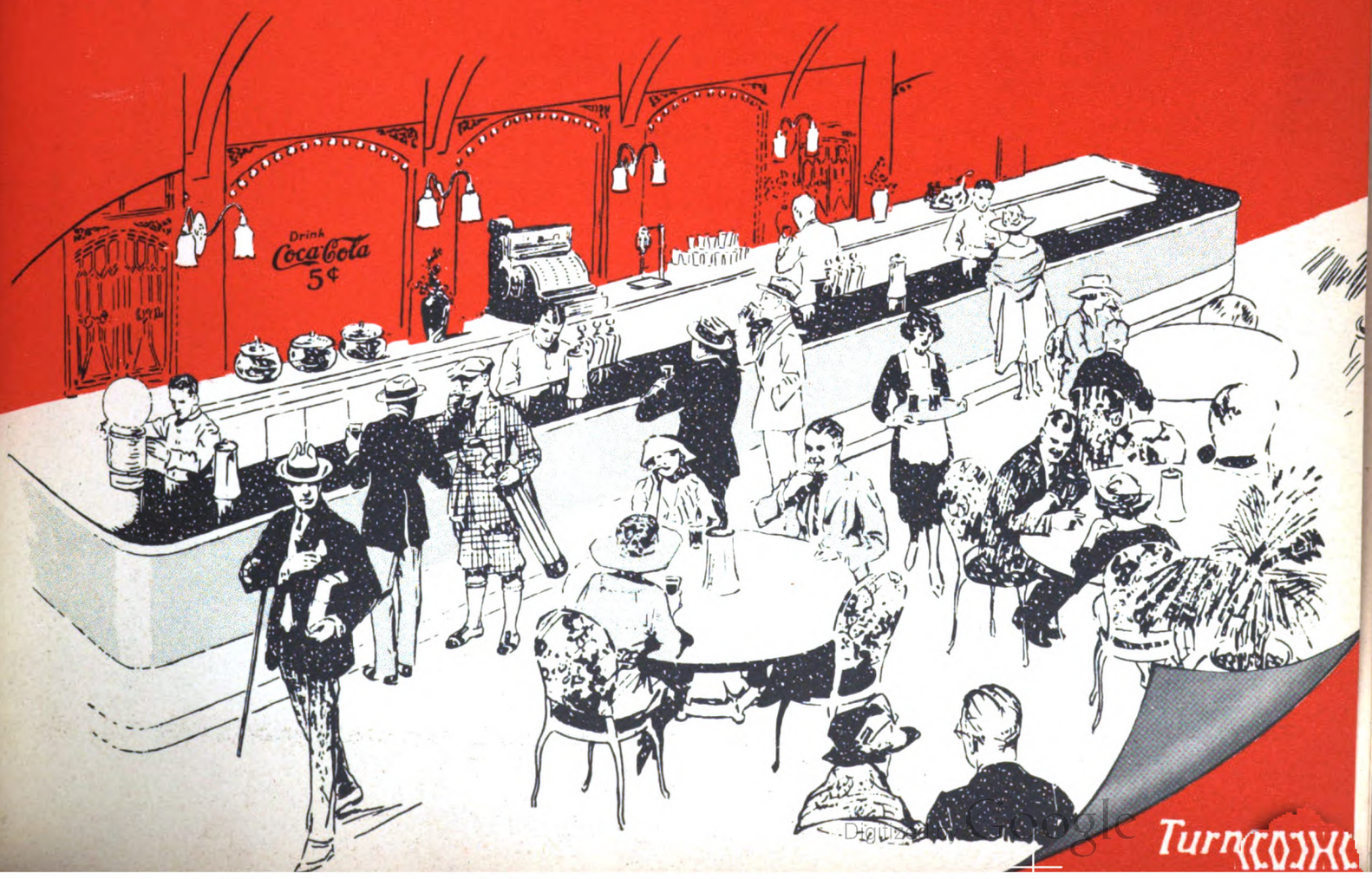
297 Fourth Ave.
NEW YORK

To insure prompt service, complete warehouse stocks are maintained at the principal distributing centers

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What the stop-watch tells about profits from soda fountains



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Turn



Service

We've counted and timed sales at soda fountains in large and small towns in all parts of the country.

You can serve more orders of Coca-Cola than of any other beverage.

You can serve an order of Coca-Cola in less time than you can serve almost any other beverage — it's practically as easy as serving plain water.

An inviting fountain with good service and the 5c price will bring consumer demand for Coca-Cola into your store as surely as people pass your place.

Two or three sales of Coca-Cola in the time required to make one sale of another drink give you volume of sales, and the turnover of the small original investment multiplies your profits.

THE COCA-COLA COMPANY
Atlanta, Ga.

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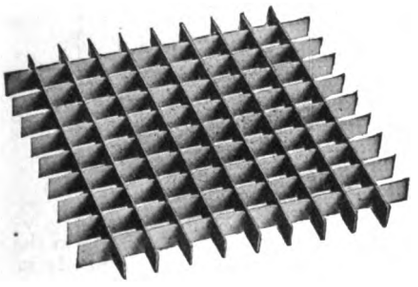
Lightning Pail Partitions

By far the most economical and satisfactory Pail Partition on the market



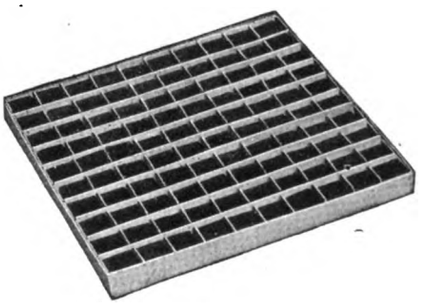
Wherever production and costs are considered you will find the Lightning Pail Pockets

Enamel Finish Caramel Dividers



Ready for Packing

Enamel Finish Caramel Dividers are designed especially for the packing and shipping of unwrapped caramels. If you will let us know the size of your container and the quantity of caramels packed in each, we will send you a complete set of **Enamel Finish Caramel Dividers** and demonstrate to you that this is the most satisfactory and economical method of packing your caramels.



When Packed

CHICAGO CARTON COMPANY

4433 Ogden Avenue, Chicago, Ill.

Designers, Printers, Makers of Fibre Shipping Cases, Folding Paper Boxes and Specialty Paper Packages

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Does Your Candy Box Really Help Your Candy?

Or is it just the ordinary, every-day box?

Not all confectioners realize the importance of the package.

First impressions are most important. Those who do not know the merits of your candy judge it first by the box.

For fifty-three years Youse boxes have been creating sales by an individuality and a quality which reflect tempting sweets within.

Youse Boxes are both appealing and practical. And the prices are right.

C. J. Youse Company

(Established 1869)

HOLLIDAY & SARATOGA STS.,
BALTIMORE, MD.

Save!

USE SOLVAY 15% MORE BRINE

Low Cost of Refrigerating Brine of Maximum Strength

A free circulating alkaline brine of uniform high strength is readily obtained through the use of

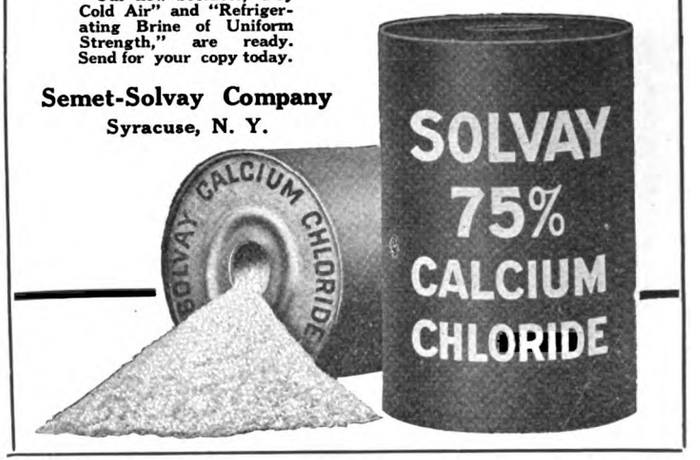
SOLVAY

75% CALCIUM CHLORIDE

It is clean, efficient, economical and absolutely reliable. Solvay will not corrode or injure refrigerating pipes. Solvay is easy and economical to handle; packed in solid, flaked or granular form in air-tight steel drums. One of the Solvay's thirty-six shipping points is in your locality, insuring prompt delivery of your order.

Our new booklets, "Dry Cold Air" and "Refrigerating Brine of Uniform Strength," are ready. Send for your copy today.

Semet-Solvay Company
Syracuse, N. Y.



Dockman's

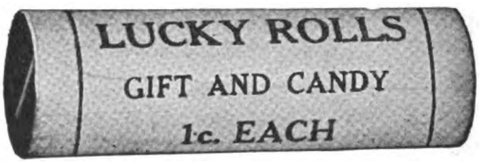
MADERIGHT CONFECTIONS



Regal Rolls Have Cream and Highly Flavored Jelly Centers

CARAMEL ROLLS

REGAL—Cream and Highly Flavored Jelly Centers.
WONDER—Molasses and Cocoanut Centers.
RUTHETTES—Assorted Flavors, Cream Centers.
Packed 120—52 boxes to case; 5 lb. boxes (216 count) 26 boxes to case



LUCKY ROLLS

Gift and Candy in Every Roll. Packed 120—50 boxes to the case.
The Kiddies want Lucky Rolls—Keep them in Stock.



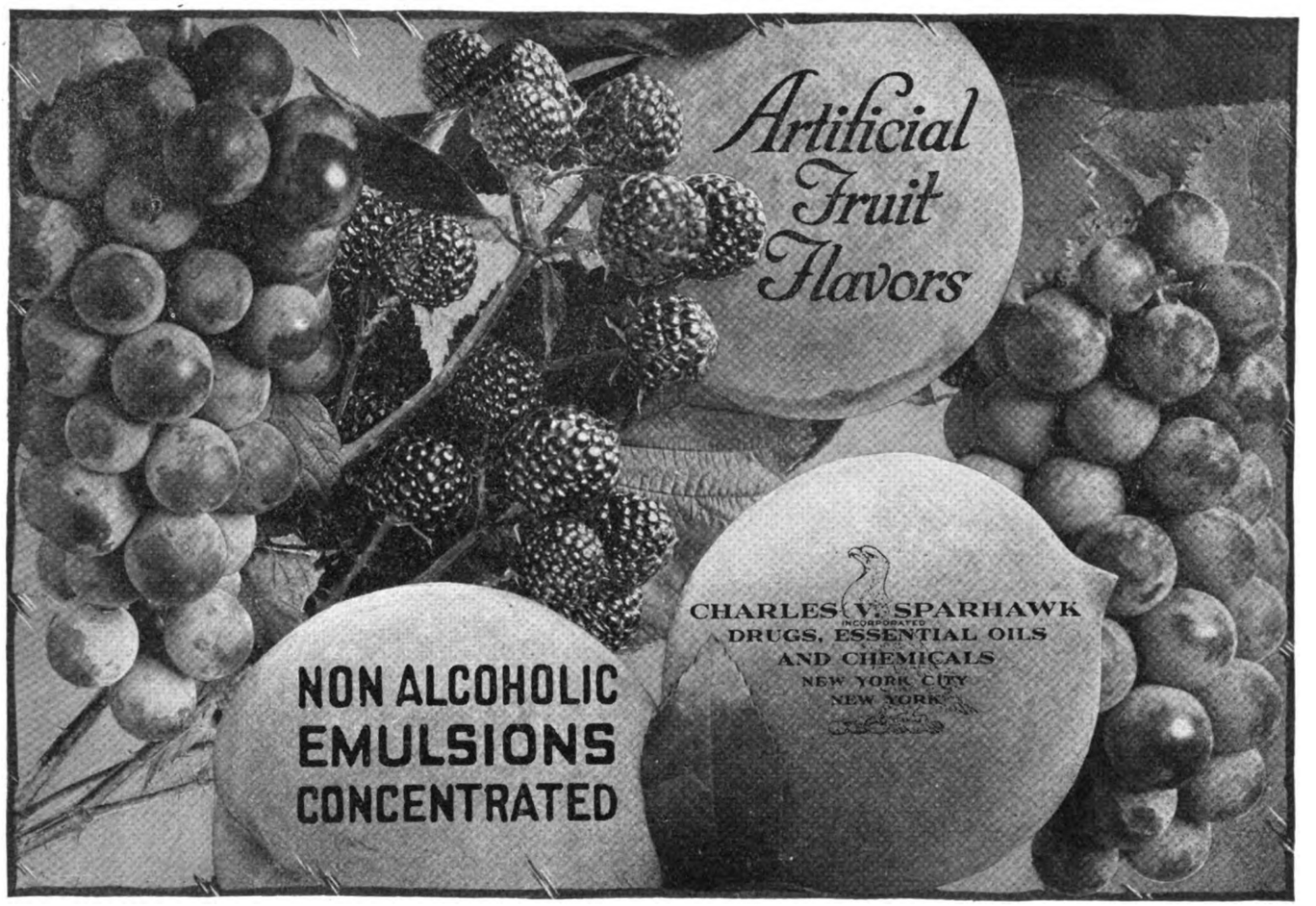
BREATHETTES

A Highly Flavored Breath Perfume in Glass Tubes. Either Assorted or All Licorice Flavor. Packed 120—50 boxes to the case.

Real Sports	*Ask for our price list*	PEANUT STUMPS
A New Penny Carton		Some Penny Piece

John H. Dockman & Son, 32-34 E. Montgomery St., Baltimore, Md., U. S. A.

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American Peanut Corporation,

CLEANERS, GRADERS, SHELLERS
——AND BLANCHERS OF——

PEANUTS

Packing Buster, America, Mascot, and all grades of shelled and blanched peanuts.

BRANCHES

THE BAIN PEANUT CO., Inc., Branch, packing Superb, Belle of Wakefield, and Diamond Brand, and all grades of shelled and blanched peanuts.

THE GWALTNEY BUNKLEY PEANUT CO., Branch, packing under Bon Ton, Sun and Diamond G, and all grades of shelled and blanched peanuts.

THE DIXIE PEANUT CO., Inc., Branch, packing Monarch, Dixie and Crater, and all grades of shelled and blended peanuts.

NORFOLK STORAGE COMPANY, Branch, packing Trophy, Electric Light, Pilots, and all grades of shelled and blanched peanuts.

NORFOLK, VIRGINIA.

THE BAIN PEANUT COMPANY OF TEXAS, FORT WORTH, TEXAS.
THE BAIN PEANUT COMPANY, ALBANY, GA.

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Quality

It's the one thing that can't be imitated.

The man who decides to make something "just-as-good-for-less-money" may succeed in making something that at first **looks** like the Quality Product — a chocolate confection—a caramel—a chewing candy—a wafer—a cracker—a biscuit—But wait until the test comes. The product goes to the retailer. He sells it in good faith. The consumer applies the test and gets the proof that in the eating the "just-as-good-for-less-money" product simply won't do. Possibly it's rancid, possibly its once shiny chocolate coating has become ashy looking, possibly it has become soft and soggy instead of being short and crisp.

There are no repeats—the poor product loses out altogether, or is forced to seek a market so inferior there is no money in it.

For more than twenty-five years, Nucoa Products have been helping manufacturers to turn out Quality Products—products that stand-up from kettle to consumer—products that can't be imitated when it comes to **Quality** first, last and all the time.

And Nucoa Products

the pure, snowy Butters that never vary in Quality can't be imitated—can't be equalled—can't be surpassed. For whatever the market conditions, whatever the demands—you can always count on every Nucoa order being the "same as the last"—the highest Quality always.

NUCOA is the hard butter you use for those shiny, satiny chocolates, perfect caramels, taffies, nougats and chewing candies of all kinds.

NUCOLINE, a soft butter, insures those salted nuts that don't turn rancid—orders for them repeat like a Colt automatic. Just right for pop-corn goods and slab dressing.

PLASTIC NUCOLINE, as a filler for those delicate "spun-gold" wafers with the ice-creamy filling—famous the world over.



Why experiment—when you can use Nucoa and **know.** Samples gladly sent on request.

THE NUCOA BUTTER CO.

Refinery Sales Department

NUCOA BUILDING, 4th Avenue at 23rd Street
New York City

Complete warehouse stocks maintained
at principal distributing centers.

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Boxes Well Ribboned Are Half Sold

Werbro RIBBONS

Owners and Operators of the
WERBRO. RIBBON MFG. CO.
MILLS:
PATERSON, N. J.—BATH, PA.

OVERHEAD is not reduced by eliminating ribbon or reducing quality. On the contrary, to increase your package business, make the packages as attractive as possible. A bow of good ribbon attractively tied unconsciously appeals to the casual shopper, linking the eye with the palate.

We know the Candy Trade's requirements; we have ample manufacturing facilities and carry accommodation stocks to fill your urgent orders. We justly appeal for a fair share of your ribbon business.

If you desire, send samples of your boxes, which we will tie with ribbon, without charge, to offer color blending suggestions.

WERTHEIMER BROTHERS
The National Confectionery Ribbon House
MILLS:
PATERSON, N. J. BATH, PA.
Office and Salesroom: 17-25 East 24th St., NEW YORK



No. 18767/10—PALM PLANT
natural prepared, everlasting, 48 inches high with 10 leaves, $3.00 each with pot, $2.50 without pot.
Write for my SPRING CATALOGUE No. 18—with illustrations in colors of Artificial Flowers, Plants, Trees, etc., **MAILED FREE FOR THE ASKING.**
FRANK NETSCHERT
61 BARCLAY ST. NEW YORK, N. Y.

High Grade
SUCKER STICKS
and Wooden Stick Specialties
BELLEFONTE LUMBER CO.
Bellefonte, Penna.
PROMPT SHIPMENTS SATISFACTORY PRICES

Established 1884

MARY JANES
DEAROS



and numerous other high grade
PENNY SPECIALTIES
made of purest sugar, syrups and nuts

Make a healthful, tasty food for children



CHARLES N. MILLER CO.
BOSTON

FOR THIRTY-SEVEN YEARS CONFECTIONERS TO THE AMERICAN PUBLIC

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CHOCOLATE
Moulded Nut and Cream Bars
Tin Foil Wrapped
Knickerbocker Bars
Choc. Whipped Cream
Choc. Cocoanut Cream
Choc. Operanut
Choc. Peanut Cluster
Butter Scotch
5 BIG Sellers
Retails for 5 cents

Chocolate
KNICKERBOCKER
Whipped Cream

Net Weight 1¼ oz.—24 Bars to Carton—48 Cartons to Case

D. ARNOULD CO., 385 Canal Street NEW YORK, N. Y.

Its delicious eating qualities and wonderful food value appeals to everybody and everywhere.

Also complete variety of 5-lb. bulk chocolate cream.

Samples and Prices Upon Request

GUM TRAGACANTH
VANILLA BEANS
GUM ARABIC

THURSTON & BRAIDICH
27 CLIFF STREET
NEW YORK



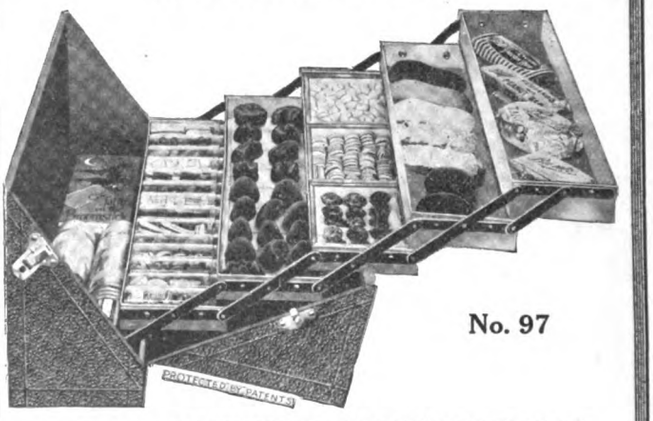
Paris Exposition
1900
The Highest Award Gold Medal and Diploma
Was Given

A. M. TODD'S
ESSENTIAL OILS

Crystal White Double Distilled
THE LARGEST ESSENTIAL OIL WORKS IN THE WORLD

A. M. TODD COMPANY
Main Office
KALAMAZOO, MICH.

Bigger Better More Orders
Displaying Samples Quickly, Attractively Convincingly, Fresh and Clean with
KNICKERBOCKER "MADE-RIGHT" SAMPLE CASES



No. 97

THE LITTLE CASE THAT GETS THE BIG ORDERS
Wood Trays - $5.00
Aluminum Trays - $6.50
F. O. B. Chicago
Write for Catalog "J"

Knickerbocker Case Co.
Manufacturing Wholesalers
Clinton St. at Milwaukee Ave.
Chicago, Ill.

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Milady CHOCOLATES

Milady Cherries

THE NEWEST THING

Each Individual Chocolate Cherry Foil Wrapped

Every Piece a Sweet Surprise

The quality values in MILADY Chocolates of all varieties is telling in our greatly increased sales and repeating orders.

Many distributors recently have come to realize that Milady Chocolates is a line on which their business can build. Investigate for yourself—now.

Territory Available for Quality Wholesale Distributors

Milady Chocolates
Every Piece a Sweet Surprise
$1.25 the pound

Milady Assorted Dipped Nuts
Milk Chocolate
$1.50 the pound

Milady True Fruits and Nuts
In Chocolate
$1.50 the pound

Milady Malted Milk Chocolates
Nougat, Caramel, Butterscotch
and Nut Cream Centers
$1.25 the pound

Milady Chocolate Covered,
Milk Dipped Brazil Nuts
$1.50 the pound

AMERICAN CANDY COMPANY

Makers of Rex Brand Confections

MILWAUKEE, U. S. A.

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Glory Be! Business is Coming Back!

"Billy Bell"

Calling on candy manufacturers for the past year has been like acting as pall-bearer at so many funerals.

But, glory-be! it's all changed almost over-night; and smiles—the real Billiken variety—now greet me everywhere.

'Specially in shops where they're using my

"545"
Compound Vanilla

'Cause the low cost of this truly wonderful vanilla has helped my customers to meet the public demand for reduced prices; while the smooth, rich, **permanent** flavor it gives to their goods makes **repeat** orders come rolling in—just FINE!

Now, don't say "Billy Bell's got a brainstorm". No, thank goodness, this is the **real stuff**—and you'll see no more crape-hangers in the candy business from now on (except, of course, among the bunch of amateur misfits who rushed into the business during the "crazy" period because they thought it was a lead-pipe cinch).

What is my "545"?

It's a compound of 38% of the best true bean vanilla extract, with 62% vanillin, coumarin, fruit flavors and essential oils—prepared by a **process** all my own.

Just enough Bourbon and Mexican bean to insure the true vanilla flavor, and just the right blending of other things to give that flavor a kick and a **permanence** that is impossible with any volatile extract in an alcohol vehicle.

"The Flavor Lasts"

as Wrigley says. It won't cook out in the batch, and it holds its richness in the finished goods.

4 ounces flavor a 100 pound batch

PRICES

5 gal. lots	$4.55 per gallon
10 gal. lots	4.30 per gallon
25 gal. lots (½ bbl.)	4.05 per gallon
50 gal. lots (bbl.)	3.80 per gallon

Wm. M. Bell PRESIDENT Tisco Co.

2 East Lake St., Chicago

NORTHWEST OFFICE
523 Metropolitan Life Bldg.
Minneapolis, Minn.

SOUTHWEST OFFICE
298 East Myrtle Street
San Antonio, Texas

TOYCO

Reg. U. S. Pat. Off.

"Toyco" Balloons
and
Chicago in May

When you go to Chicago in May to attend the Confectionery Conventions
Don't fail to visit the permanent Confectionery and Allied Lines

Exhibit

Second Floor

Wrigley Building

"The Showplace of Chicago"

"TOYCO" Toy Balloons

are there—in charge of

T. R. Helmer F. G. Helmer



Better write for price-list and samples now. Then you'll be able to place repeat orders in Chicago.

Address Dept. C. J.

The Toycraft Rubber Company

Ashland, Ohio, U. S. A.

Vanoleum

(TRADE MARK REGISTERED)

The Original Concentrated Vanilla Flavor

THE SAME AS ALWAYS

Used for over TWENTY YEARS by leading Confectioners, Ice Cream Manufacturers, Bakers, Soda Dispensers and Caterers.

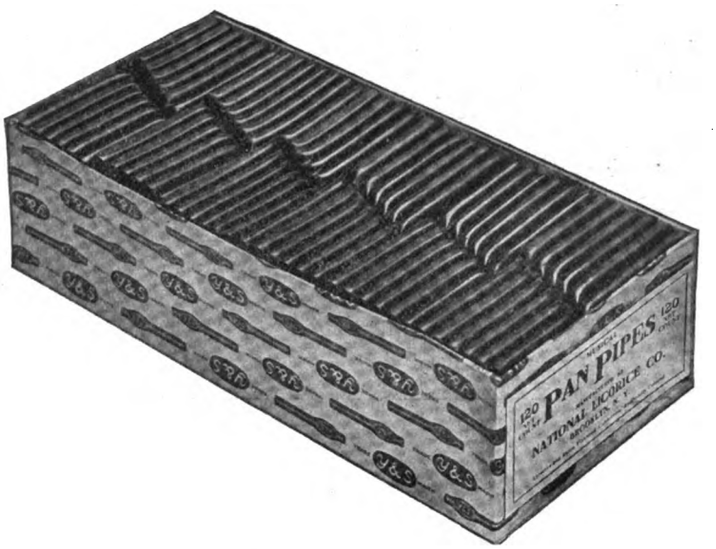
EMULSIONS

Lemon, Orange and Maple

Corrizo Extract Co.

211-215 W. 20th Street, New York City, N. Y.

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- Our latest -

PAN PIPES

Packed 120 to box

Made at both our
Brooklyn and Moline Factories

Also

Flexo Chocolate Bars
Navy and Indian Plug
Night Sticks
Rope Twist
Bricks
Cigarettes
Whips
Whistles
Favorite
Dulce
Curved Stem Pipes
Cigars (banded)
* Buffalo Sticks
* Lozenges
* Wafers, 10c bags
* Y & S, Scudder and M & R Stick Licorice

** Shipped from Brooklyn factory only.*

NATIONAL LICORICE COMPANY

ANTECEDENTS
Established 1845

MAIN OFFICE

MOLINE, ILL. BROOKLYN, N. Y. MONTREAL

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Milk Chocolate Covered

Raspberry Hearts
Vanilla Bar
Maple or Mint Wafers
Lemon Sherbets

Exceptionally Good New Numbers Always Predominate

Dark Coatings

Marshmallow Bar

Peanut Crispy Krunch

THIS IS WHY WE ARE OFFERING AS LEADERS THE ABOVE

PENNY GOODS

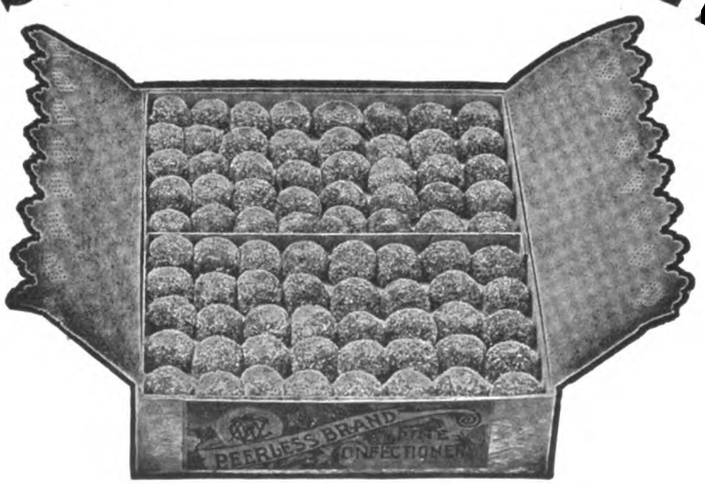
Packed 120 Net Count—40 bx. to Case

WE ALSO HAVE A FULL LINE OF **HARD CANDY PENNY GOODS** SUGAR ROLLED FOR SUMMER

Hardie Brothers Co., Pittsburgh, Pa.

Quotations on Application—To the Jobbing Trade Only

PEERLESS BRAND JELLY DROPS



New Tray Package

Every Drop Perfect

BEST ON EARTH

Manufactured Exclusively by

WILLIAMSPORT CANDY MFG. CO., Williamsport, Pa.

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HENRY HEIDE'S

Diamond Brand TRADE MARK Confectionery

A Distinctive and Complete Line of High Grade

Chocolates and Confectionery

HENRY HEIDE New York

Incorporated

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Ask To See Our
New Line of Penny
CARAMELS
They Are Winners

Caramels

Golden Gems
240 Count
A Molasses Treat

Caramels

Chocolate Wonders
240 Count
Vanilla and Chocolate
Won Their Favor Through Their Flavor

Caramels

Fairy Wonders
240 Count
Vanilla and Strawberry
As Sweet as Honey—They'll Bring You Money

Caramels

Snow Flake Gems
240 Count
Rich in Cream—They're a Dream

Caramels

Think of the Size and Quality

Send for Samples and Price
You'll Be Glad We Coaxed You

IDEAL CARAMEL CO., Inc.
JOHNSON CITY, N. Y.
The Valley of Fair Play

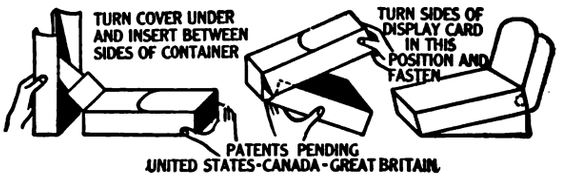
Here's a New and Good One



COVERSTAND
DISPLAY CONTAINERS

A modern Container that costs less and gives place for much more display space.

Many advantages over other display containers. Easily and quickly set up. Practical and entirely satisfactory.



Display containers put your goods on the counter in an attractive way. Use the COVERSTAND and see sales jump. Send for a sample and prices.

HAMLIN-FLEISCHER CO.
Paper Boxes of Every Description
82 Duane Street New York City
Chicago Representative JAMES HOPSON, 108 West Lake Street

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YOU

are looking for a line of goods that has stood a test of twenty years and is back again to the HIGHEST GRADE of PRE-WAR STANDARD.

Past experience proves the REPEATING QUALITY

In this class is our line of Bar, Penny, Kiss, Case Fudges and Pail Goods.

Give these goods a try for

QUALITY, LOW PRICE and YOUR SATISFACTION

The Blue Bell Brand

Manufactured by

THE ROBERT F. MACKENZIE COMPANY

CLEVELAND, OHIO

A Sensational Seller of Several Seasons

THIS WONDERFUL PACKAGE IS

Mellow

Honey-Combed

Chocolate



Something Entirely Different

The Largest Selling 5c Confectionery Specialty Ever Placed on the Market

Made by a special patent process

Every jobber should handle this Delicious Confection as the demand this Coming Season will be greater than ever. If you have never tried this Delicious Confection write today for sample or send for trial case, 32 boxes in case; 24 pieces in box.

We Have Other BIG-SELLING 5c SPECIALTIES, Too

Ambrosia Chocolate Company,

333-335 Fifth Street
MILWAUKEE, WIS.

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Frozen Pudding

A new flavor that will add a refreshing touch to your Nougats, Fudges and Creams.

This flavor has been adopted by several very prominent factories and their re-orders testify to the merits of it.

It is not easy to describe its unusual taste. Better let us send you a sample so you can try it out.

Write today, on your business stationery, please.

ALEX. FRIES & BRO.
312-14-16 E. 2nd St. Cincinnati, Ohio
Established 65 Years.

Virginia Dare High Grade Hand Dipped

Chocolates and Bon Bons

Package and Bulk

Complete Line *Prices Right*

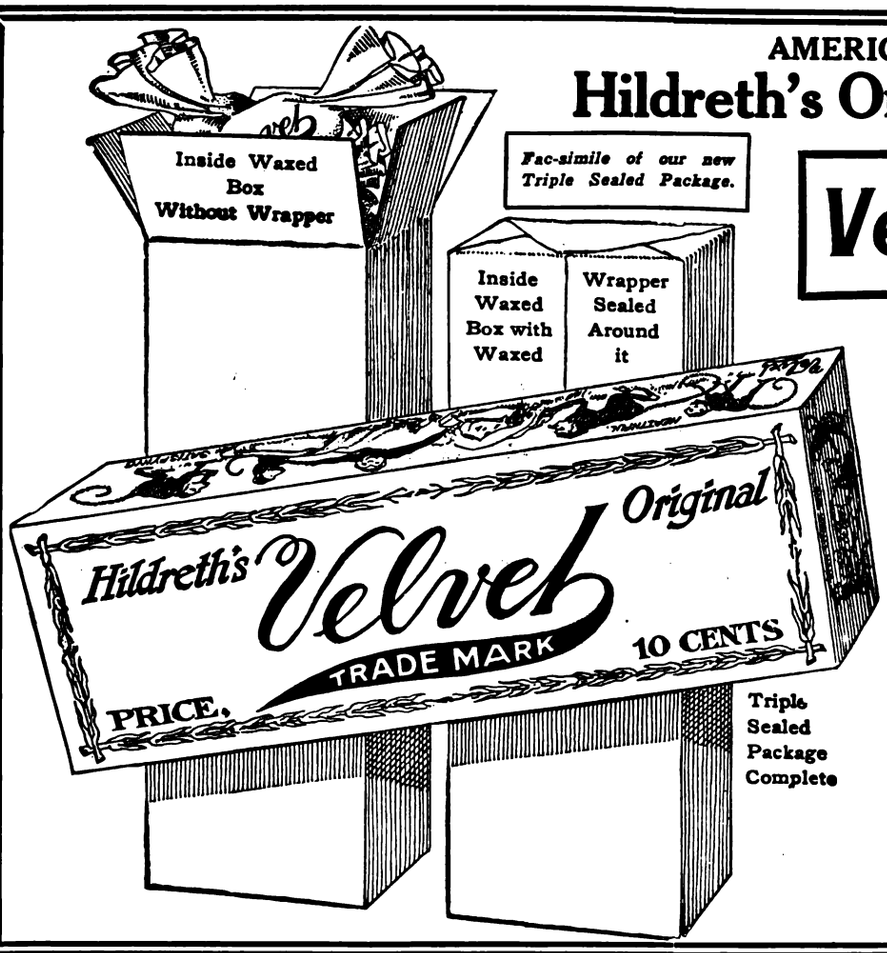
Send for Quotations

Agents Wanted Everywhere

MADE BY
The
Clifford Bros. Co.
Baltimore, Md.



AMERICA'S FAVORITE
Hildreth's Original and Only
Velvet Candy



In Triple Sealed Packages

GREAT REDUCTION!
January 1, 1922

Pre-war prices re-established.
10—20 & 35c packages revived.

Send for revised Price List and Samples.

The finest seller on the market.
Has been the standard for over 30 years.

For sale by the jobbing trade everywhere.

H. L. HILDRETH CO.
549 to 559 Albany Street
BOSTON 18, MASS.

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POPULAR

PENNY PACKAGES

TINY HEARTS
MOVIE LOZENGES
MONEY LOZENGES
DAINTY BREATHLETS
BOSTON BAKED BEANS
CAPT. KIDD TREASURES
GUN CLUB BUCK SHOT

Package Confectionery Company
BOSTON, U. S. A.

Printing and Cartoning

The PACKAGE CONFECTIONERY COMPANY have *added to their already large equipment for PRINTING and CARTONING, and now take pleasure in offering to the*

Confectionery Trade

their experience in these lines, for economy, efficiency, and attractive product.

LARGE ORDERS especially desired, although small requirements (especially from our customers) are solicited.

Package Confectionery Company

Address: Dept. No. 43, P. O. Box 2252
BOSTON, MASSACHUSETTS

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TEST for yourself the popularity of Beech-Nut Mints. Give a few boxes prominent display on your counters and note how readily they sell. These candies are among the most profitable items on the dealer's list. Their exceptional flavor and purity attract a steady, high-class trade.

They are packed in attractive display boxes, containing six different flavors—peppermint, spearmint, clove, wintergreen, cinnamon and licorice. Twenty packages to a box, five boxes to a carton. Your order will receive prompt attention.

And remember, Beech-Nut Chewing Gum is a universal favorite.

BEECH-NUT PACKING COMPANY
Canajoharie New York

Beech-Nut Mints

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Who Yelled Help?

Here's the hearty hand of Senneff-Herr reaching out to help you get

Results



The Real Result-Getting Stuff

Manufacturers using Senneff's Candy Makers' Supplies are getting RESULTS. Quality candies at prices that meet the keen competition of these days are the RESULTS their candy makers get by using our supplies.

No Better Products No Better Prices
No More Practical Cooperation

Our New Candy Makers' Guide, with tried and tested formulas brought up to the needs of May, 1922, is yours for the asking. Our service department will give any advice and suggestions you want, free.

Sample Orders on Approval

We'll welcome all visitors to the National Confectionery Exposition at the Chicago Coliseum, May 22-27. Call at Senneff-Herr's Booth, No. 65.

Senneff - Herr Company

INCORPORATED

STERLING - - - - - - - - - - ILLINOIS

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Warren's X-Ray Display Container

A COMPLETE SHIPPING UNIT



We furnish outside sleeve printed in colors—no wrapper or twine necessary



Patented Feb. 17, 1920
Canadian Patent, Aug. 3, 1920
Great Britain, July 16, 1919

THE ABOVE OPENED AND READY FOR BUSINESS

There must be a good reason when such advertisers in Confectioners Journal as

NEW ENGLAND CONFECTIONERY CO.
WALTER BAKER CHOCOLATE CO.
GOLD BRAND CONFECTIONERY, Inc.
GEORGE CLOSE COMPANY

and many other leading candy manufacturers have adopted

Warren's X-Ray Display Container

in which to pack and display their goods. Will you not let us show you how it will be to your advantage and profit to do likewise?

P. R. Warren Co.
: FOLDING PAPER BOXES :
EVERETT, MASS.

New York Office—200 Fifth Ave. Phone Gramercy 0232
Pittsburgh Office—802 May Bldg. Phone Smithfield 975
Cleveland Office—1003 Schofield Bldg. Phone Main 3980
WARREN'S X-RAY DISPLAY CONTAINERS

Manufactured in Canada by

THE RUDD PAPER BOX CO.
372 Richmond St. West TORONTO

BLOME'S GILT EDGE CONFECTIONERY.

Reg. U. S. Pat. Off.

Sold to Jobbers only.

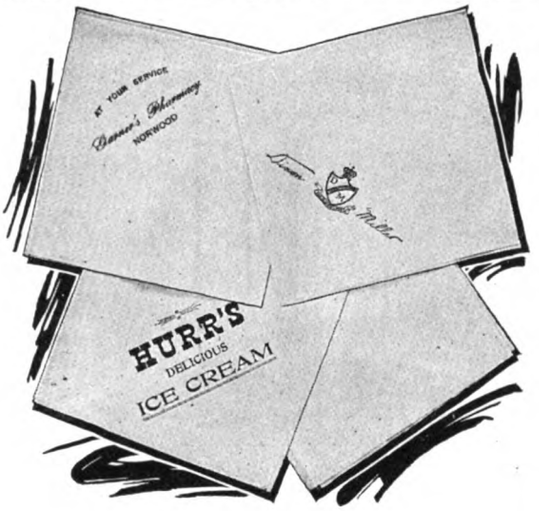
We Manufacture:

STICK CANDY	MARSHMALLOW GOODS	PENNY GOODS
LOZENGES	ACIDULATED GOODS	PAIL SPECIALTIES
PAN WORK	HIGH GRADE CHOCOLATES	JAP SPECIALTIES
A. B. GUM WORK	FINE HAND MADE BONBONS	PACKAGE GOODS
CREAM BONBONS	MACHINE DIPPED CHOC'S.	FRENCH MIXTURES.

THE GEO. BLOME & SON CO. BALTIMORE, MD.

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Dennison's



"The Most Popular Place for Ice Cream in Town"

Because you get real service there. The kind of service that begins with prompt courtesy and delicious ice cream — and ends with a Dennison paper napkin. The last attention is just the difference between fair service and true service. Your customers appreciate it.

Let Dennison put your imprint on a quantity of our quality paper napkins. They not only speak of your service, but they *advertise* you. You can use them in wrapping up sandwiches or cake that go out at noontime, if you do that business. Why not include one or two with your over-the-counter deliveries of ice cream? That attention especially will be appreciated later by your customers.

Write for samples and prices. You will be interested when you see them.

Your *special* paper napkin is our *regular* service

Dennison Manufacturing Co.

THE TAG MAKERS

DEPT. C. J. 5, FRAMINGHAM, MASS.

Please send me samples and prices of your Paper Napkins for Confectioners.

Name.....

Address.....



Kiddies Just Can't Resist This Eagle Balloon Assortment

Can you blame them?

Toy balloons are always popular with the children, but the brighter colors and greater durability of Eagle Brand Balloons make them irresistible. This attractive five-color display carton on your counter is all you need to start the nickels and dimes coming in. You'll say, they're the best collectors of small change you ever stocked. Dealers by the score say the same thing.

Ask your jobber about the other unique "Eagle Brand" display assortments. If he cannot supply you, write us direct—and give us your jobber's name—he's missing something, too.

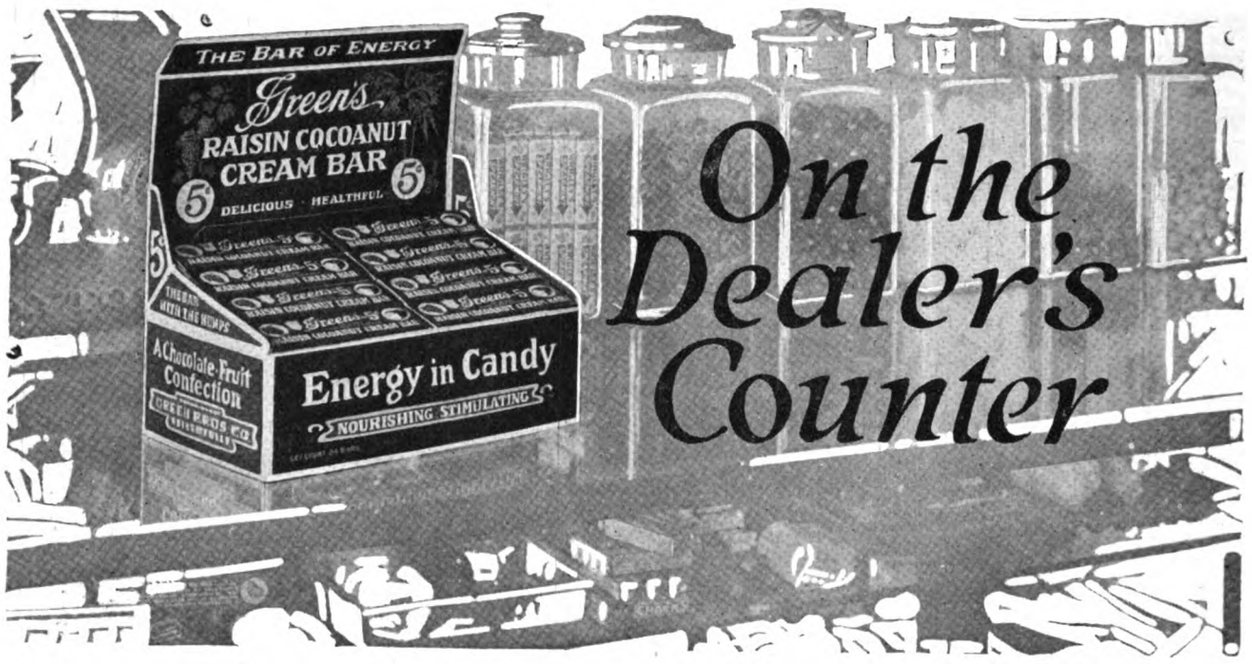
THE EAGLE RUBBER CO.

World's Largest Manufacturers of Toy Balloons

Ashland, Ohio

NEW YORK OFFICE
35 Union Square W.

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Where People Do Their Buying

Because of its obvious selling power the Brooks Display Container is placed in a prominent position on the dealer's counter.

That is why candy displayed in it enjoys exceptional sales. People can see and reach it.

The Brooks Display Container is remarkably efficient. It is sturdy, attractive, simple. It sets flat on the counter while displaying its contents at the most effective angle. It is ideal as an advertising medium.

Let us design a display container for your product.

BROOKS BANK NOTE CO.

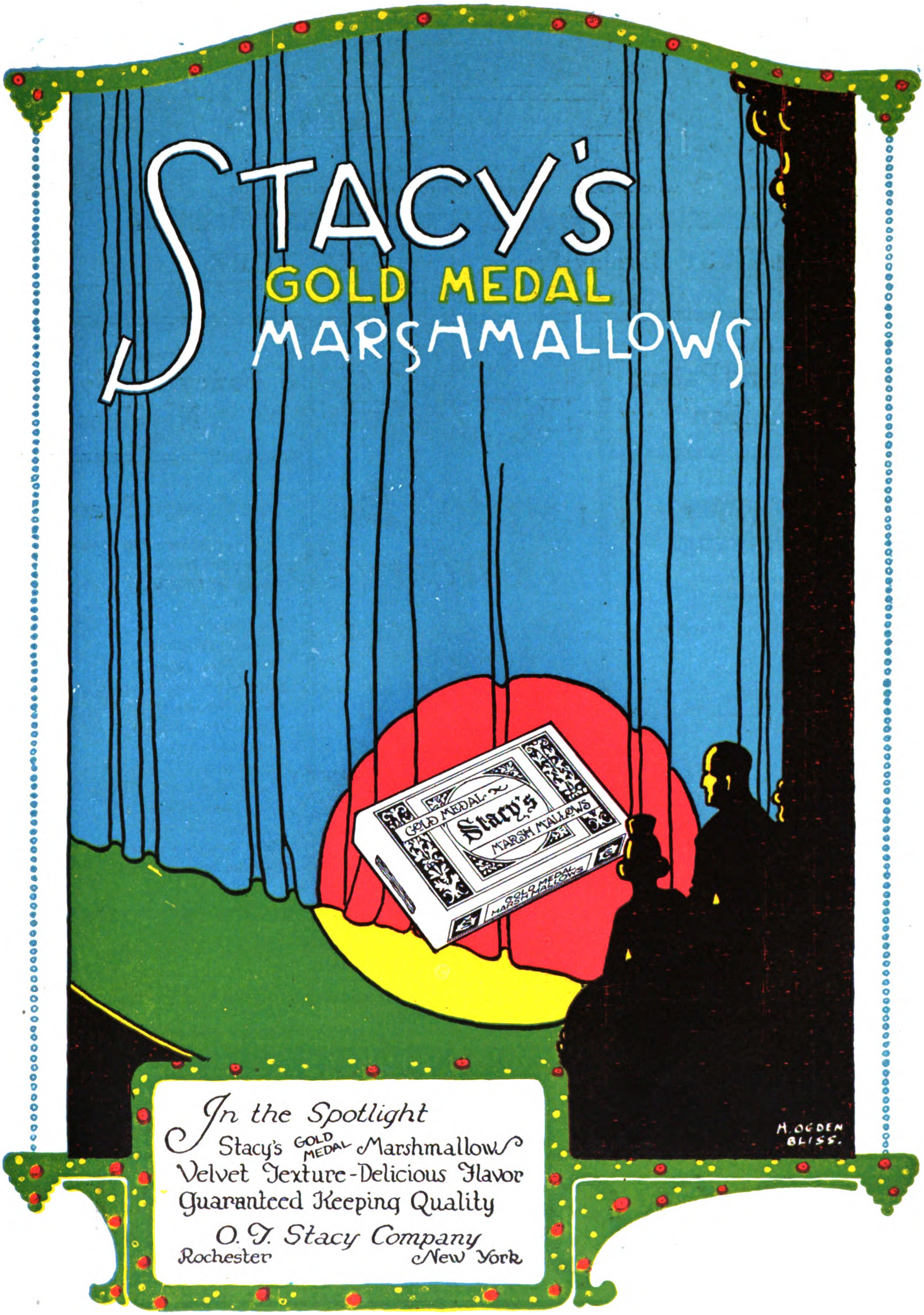
Springfield, Mass.

New York **Philadelphia** **Boston**

BROOKS DISPLAY CONTAINER

Lithographed Folding Boxes—Labels—Window Display Advertising

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STACY'S
GOLD MEDAL
MARSHMALLOWS
GOLD MEDAL
Stacy's
MARSH MALLOWS
GOLD MEDAL
MARSH MALLOWS
H. OGDEN BLISS.
In the Spotlight
Stacy's GOLD MEDAL Marshmallows
Velvet Texture-Delicious Flavor
Guaranteed Keeping Quality
O. J. Stacy Company
Rochester New York



LIEBERS CODE

SCHALL & CO.

ESTABLISHED 1854



WHOLESALE IMPORTERS AND MANUFACTURERS OF

Confectioners' Articles, Ornaments and Materials

81 Barclay Street NEW YORK

16, 18 and 20 West Broadway

Manufacturers of

Gumpaste and Patent Composition

Cake Ornaments and Trimmings

Icing, Roses and Flowers
Gumpaste Flowers
Brides and Grooms
Gumpaste and Paper Leaves
Vases and Bouquets
Horse Shoes
Slippers
Marriage Bells
Canopy Ornaments
Lace Papers
Composition Hands
Birthday Candle Holders
Palette Knives
Sabatier's Knives
Ornamenting Tubes
Rubber Bags
Almond Paste
Ornamenting Paper



1320 9×4 in.

Importers of

Fancy Goods and Novelties

Ice Cream Specialties

Ice Cream Moulds—700 Designs
Fixtures for Moulds
Foliage for Moulds
Paper Cases
Lace Papers
French Fruits Glace
French Fruit Juices
French Fruit Pulps
French Marrons Entiers
French Marrons Debris
Imported Favors
Mignonettes
Fancy Boxes—Hand Painted
Satin Candy Boxes
Wedding Cake Boxes
Motto Papers, Verses and Cosaques
Costume Mottoes, Imported and Domestic

PAPIER MACHE IMITATIONS

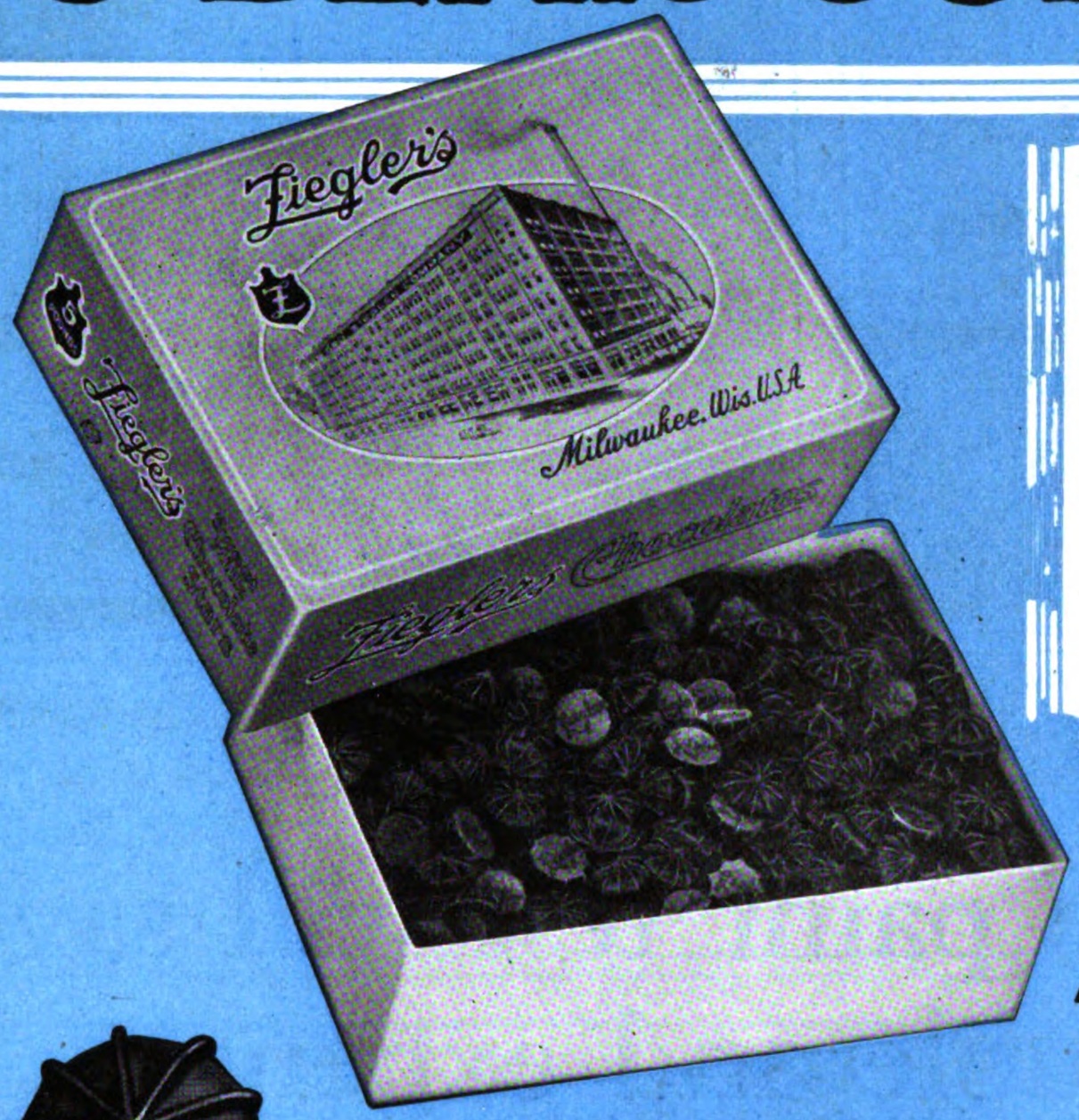
Novelties Appropriate for all Holidays

SILK RIBBONS *and* FANCY CORDS

Latest Novelties for Decoration Day and Fourth of July

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— GOOD ENOUGH — TO BEAR OUR NAME



LIKE all commodities of intrinsic value Ziegler's Original Milk Chocolate Stars bear a name of distinction. The name Ziegler appears on each star.

Our Milk Chocolate Stars have become a staple seller with the trade. Being a known quality they are enjoying a steady repeat business.

GEO. ZIEGLER CO.
MILWAUKEE, U. S. A.

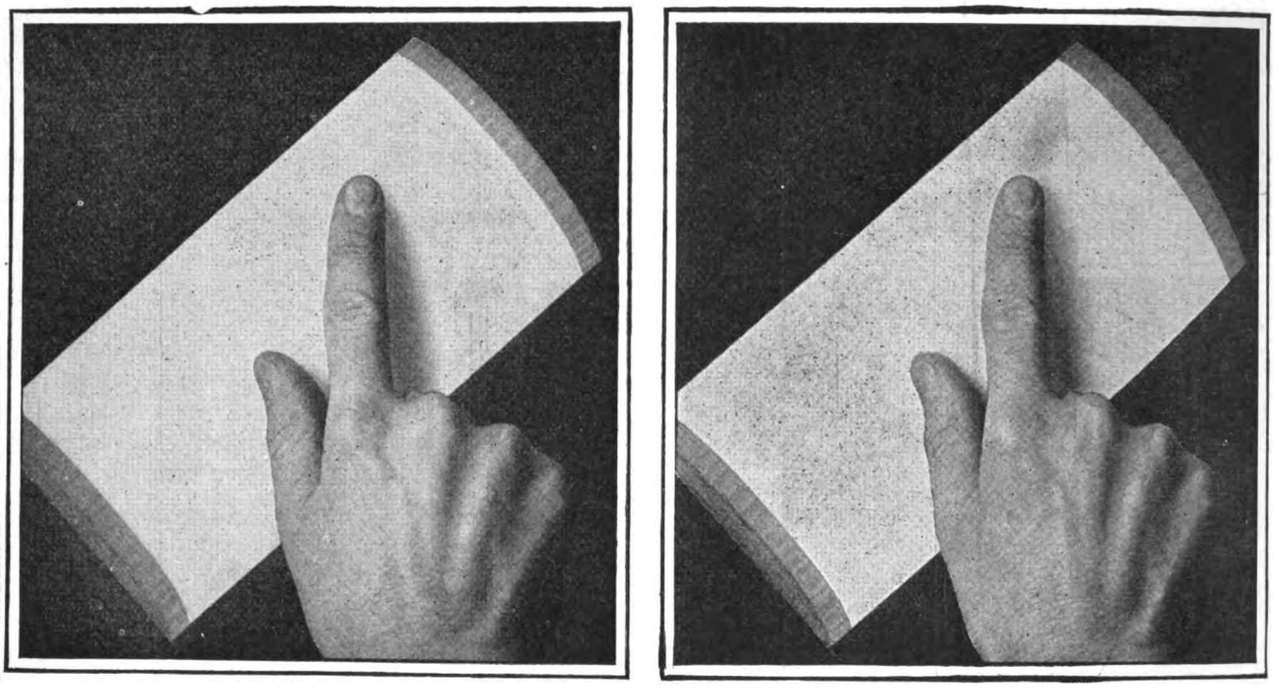
Fieglers

SINCE 1861



The Sterling Mark on the GENUINE





TRY THIS TEST YOURSELF

Rub your finger over the smooth lustrous surface of Barreled Sunlight. It will not leave a mark. Then note the smudge your finger leaves on the porous surface of flat or egg-shell finish paint.

This simple paint test will save you trouble and expense

Try the above test on the walls or woodwork of your own plant.

Does your finger leave a smudge, as in the panel on the right? Or is there no trace?

On any surface coated with flat or egg-shell finish paint some mark will be left.

That is because the surface of these paints—smooth enough in appearance—is in reality rough and porous. Walls coated with such paints are bound to collect dust and dirt. Their original light-reflecting whiteness is soon lost.

The surface of Barreled Sunlight is smooth and unbroken. It offers no lodging place for dust. Dirt cannot sink in. Even if soiled in the course of time it can be washed clean like white tile.

Barreled Sunlight is an oil paint with a lustrous even finish. Made by the Rice Process, which we control exclusively, it is guaranteed to remain white longer than any gloss paint or enamel, domestic or foreign, applied under the same conditions.

It flows readily from the brush and may be applied also by spray as it contains no varnish.

Withstands the shock and jar of the heaviest machinery. Expands and contracts with temperature changes. Will not chip or scale. Sold in barrels and in cans.

When painting over an unpainted surface, use Barreled Sunlight Undercoat.

Send for free panels

We shall be glad to send to those interested in making the test for interior white paint two panels, as shown above—one painted with a high-grade flat or eggshell finish paint and the other with Barreled Sunlight. Also a copy of our booklet, "More Light."

U. S. GUTTA PERCHA PAINT CO.

Factory and main offices

18 DUDLEY STREET, PROVIDENCE, R. I.
New York—350 Madison Avenue
Chicago—417 South Dearborn Street
San Francisco—38 O'Farrell Street

Barreled Sunlight

The Rice Process White

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Have You Ever Tried Our

Gums, Paste & Cordials?

If not, write us for samples. You'll think as others think, that they are

"Candies of Character"

and their cost is but a trifle more than the poorer kinds

Wallace & Co.

Brooklyn

Makers of
"Candies of Character"
Established 1870

New York

As always the season's most popular pieces

CANDY BOTTLES

SUN RAYS
Three for one cent

MOONSHINES
One cent each

SELL—SATISFY—REPEAT

Jumbo Wonders
Cocoanut Rolls.
Cocoanut Bon Bons

Liberty Pans
Free Lunch
Assorted Fruits

WALTER W. DE BEVOISE

163-165-167-169-171 Carlton Ave., Brooklyn, N. Y.

Manufacturer of Candies that sell.

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PINWHEELS

If you are not handling it, ask your Jobber friends about it.

Packed in the bullet box.

Penny size, 120 count, for the young people.

In 5c packages, containers of 24, for the grown-ups.

F. M. PAIST COMPANY
PHILADELPHIA, PENNA.

LOWNEY'S

5c and 10c

Cream, Solid and Nut Chocolate Bars

fill every need in any jobber's line of bar goods and are open for the general jobbing trade throughout the country.

Inquiries and Business Solicited

The Walter M. Lowney Company
427 Commercial Street
Boston - Massachusetts

The House of Penny Goods

offers for immediate shipment a fine variety of Large-sized Penny Goods of Excellent Quality. These fine confections are certain to boost your Spring and Summer sales. They include new numbers in

Jap Specialties The finest in the country

Hard Candy **Pan Work**

M/M Pieces **Cocoanut Goods**

Solid Chocolates and Chocolate Creams

Write for our new Price List

LEWIS BROS.

Lafayette and Monroe Sts. NEWARK, N. J.

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STAPLE GOODS

TRADE A.N.H.P. MARK
REG U S PAT OFF

French Mixed Creams
Union Creams
Old Fashioned Lic. Gum Drops
Chocolate Creams
Penny Choc. Candy Goods
Cream Almonds
Penny Goods Choc. Coated
Chocolate Almonds
Premium Mixed
Gum Arabic Mixtures
Marshmallows
Chocolate Marshmallows

MADE BY

HAWLEY & HOOPS

NEW YORK, N. Y.

SERVICE PRODUCTION NASHUA QUALITY

WAXED PAPER

We create the design, produce the engraving, make the waxed paper, print the design upon the paper, and the result is a NASHUA WRAPPER.

The product of experience, organization and responsibility.

ADDRESS INQUIRIES AND ORDERS TO NEAREST MILL

Nashua, New Hampshire, or Middletown, Ohio

NASHUA GUMMED & COATED PAPER CO.

Package



or Bulk

Boston

CRYSTAL GELATINE

A necessary and satisfactory component of all high grade confectionery specialties. It insures light, fluffy marshmallows without crust. Made in the largest and best equipped gelatine plant in America. Free from injurious chemicals or other impurities. A standard product, most economical in the long run.

If you are particular—

Specify CRYSTAL GELATINE

Write us today for Samples and Prices

CRYSTAL GELATINE COMPANY

121 Beverly Street - - Boston, Mass.

New York - Philadelphia - Chicago - St. Louis - San Francisco

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"Satin Finish" HARD CANDY

IS UNQUESTIONABLY THE BEST MANUFACTURED

The Long Reputation of a Quarter of a Century is Convincing

FILLED CONFECTIONS

Containing Fruit and Nut Centers—Packed only in 5-lb. Cans

Bottled Candies

of the
Most Exclusive Line
containing—

Dainty and Attractive Hard Candies

Satin Finish

Assortment of

Penny Goods

in

HARD CANDIES — COCOANUT WORK
JELLY GOODS — GUM GOODS
PANNED GOODS — WRAPPED GOODS

MELLOMINTS—Sell EVERYWHERE EVERY TIME

BRANDLE & SMITH CO. Manufacturers of Original Specialties in Hard Candy — EIGHTH ST. NINTH ST. DAUPHIN ST. — **Philadelphia, Pa.**

ESKIMO PIE

Is Sweeping the Country

Chocolate makers find that the best milk coatings for this new ice cream confection are made with

CREMORA

Pure dry whole milk made by the Roller Process

CREMORA is easier to handle than any other dry milk. Does not cake in the barrel; gives a finer and more lasting flavor; requires less cocoa butter.

We are increasing our output to take care of the growing demand.

ORDER a trial barrel (150 lbs.) now.

THE DRY MILK CO.

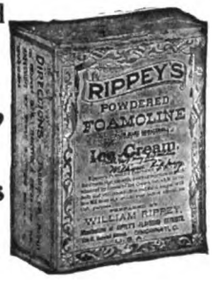
15 PARK ROW — NEW YORK, N. Y.

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RIPPEY'S
Powdered Foamoline

(TRADE MARK REGISTERED)

Specially Prepared
For Manufacturers
of
ICE CREAM,
Sherbets,
Fruit Frosts
AND
Water Ices



No Heat or Eggs required, you simply mix Rippey's Powdered Foamoline with the sugar while dry, add your cream or milk and it is ready for the Freezer.

WE WILL SEND BY MAIL, POSTAGE PAID,

Full ½ pound on receipt of 25c. Also our Formulas for making Ice Creams, Sherbets, Fruit Frosts, Water Ices, Soda Water Syrup from Canned Fruits. Recipes Mailed Free on receipt of name and address. Caution: Rippey's Powdered Foamoline is packed in one pound boxes with registered trade-mark and signature of William Rippey on every box. Never sold in Bulk.

WILLIAM RIPPEY
No. 107 E. Second Street CINCINNATI, O.

"All-Star" assortment

RUBBER
TOY
BALLOONS



Most jobbers sell them. Do you?

Richard D. Bakrow & Son
Balloons and Rubber Balls
Bakrow Bldg., Louisville, Ky.

The American Chocolate Almond Co.
JERSEY CITY-N.J.

Green Almond Brand
TRADE MARK

Purest in Quality and Best in Price

WE SPECIALIZE IN THE MANUFACTURE OF

Chocolate Coated Almonds
Chocolate Coated Filberts
Chocolate Coated Peanuts
Chocolate Coated Caramels

Our facilities enable us to quote lower prices than any other house in the country.

Also

FIVE CENT CHOCOLATE PEANUT BARS—Packed 40 to a box
ONE CENT CHOCOLATE PEANUT BARS—Packed 100 to a box

These Are Excellent Eating Pieces and Big Sellers

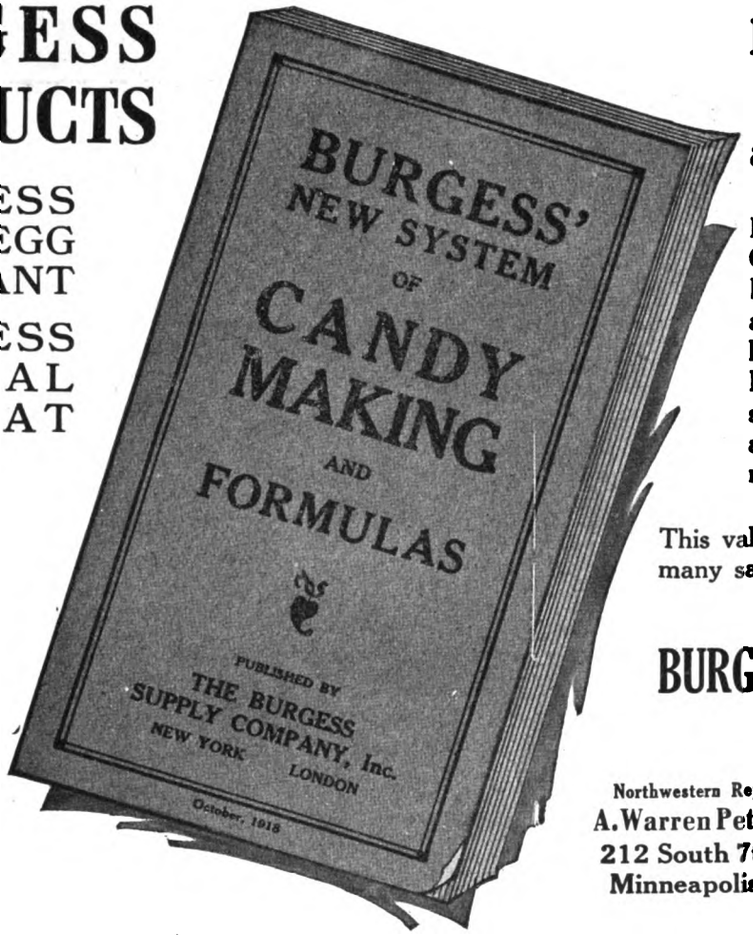
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BURGESS PRODUCTS

BURGESS
CREMEGG
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We will gladly mail a copy of this book to any manufacturing Confectioner, free, upon request.



Burgess' New System of Candy Making and Formula Book!

BURGESS' NEW SYSTEM of CANDY MAKING and FORMULA book contains many valuable recipes and suggestions. This book is published by Burgess Practical Service Department, which will make a special effort to suggest a remedy for any trouble you may have in the manufacture of candy.

This valuable service is maintained for our many satisfied customers.

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Northwestern Representative
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1271 East 6th Street
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READING, PA. H GUARANTEE NO. 7132

Hollis CHOCOLATES

and

Hollis Cocoa

for all purposes

We offer you the

Best Cocoa Powder

at the lowest price

Write for Terms

W. G. HOLLIS

Franklin and Plum Sts. Reading, Pa.

Agents Wanted in Every State

Look for this Brand and get the Best

Look for this Brand and get the Best



SPORTSMAN'S "CHOCOLATE BRACER"

REG.

If you desire a change from Mild-Sweet Milk Chocolate

TRY A

Sportsman's "Chocolate-Bracer"

"A Man's Chocolate"

REG.

Also Mfrs. of the FAMOUS

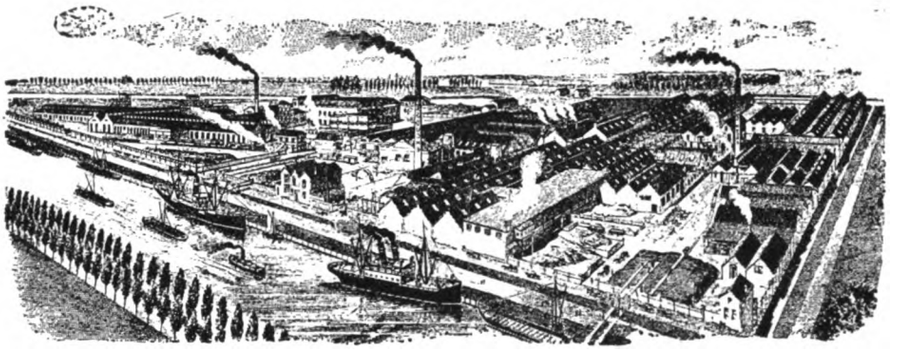
KNICKERBOCKER CHOCOLATE CO. NEW YORK

16 to 1 PENNY STICKS

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T. M. DUCHÉ AND SONS

ESTABLISHED 1857



PLANT IN BELGIUM, WHERE PURE FOOD GELATINE IS MANUFACTURED

If you want uniformity, excellence, quality and trade-stimulating goods, you can get all these and more by the use of

DUCHÉ'S "Dagger" Brand GELATINE

We have manufactured **Pure Food Gelatines** for the past **Thirty-five Years** and this in itself should **Convince You** of the stability of our products.

We are manufacturing a special grade for Marshmallow and general confectionery purposes. This grade is known as our **Dagger Brand Super Extra Gelatine,** a sample of which can be had on request. It is very strong, absolutely sweet and odorless, **and is guaranteed to comply with all Federal and State Pure Food Laws.** It has the quality of beating up and the strength to hold up a batch of Marshmallow until it is cast in the mould, thus insuring a lighter piece of goods and a greater yield.

IMPORTERS AND HEADQUARTERS

SHELLED NUTS	GUM ARABIC	CEYLON COCOANUT
COCOA BUTTER	JAPANESE GELATINE	GLACÉ FRUITS
EGG ALBUMEN	CANNED FRUITS	MILK POWDER
PEELS	CHERRIES	MAPLE SUGAR

T. M. DUCHÉ AND SONS

376-378 Greenwich Street
NEW YORK

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GLASGOW BOSTON
MANCHESTER CHICAGO
PARIS CLEVELAND
BUENOS AYRES LOS ANGELES

Factories:
VILVORDE
PONT-BRULÉ } BELGIUM
GRIMBERGHEN
AVELLANEDA, BUENOS AYRES

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Good Business We Had
Better Business Is Coming

You can have the same if you follow our line of Spring and Summer Specialties.
Don't be carried away by the idea that cheap goods will bring you the results.

Quality merchandise is what the consumer wants

HEIDELBERGER
PHILYMADE
SWEETS

Is all quality.

Give us your business and we will bring home to you the bacon.

HEIDELBERGER CONFECTIONERY CO.
1610 NORTH MASCHER STREET PHILADELPHIA, PA.

GLOBE BRAND
FANCY SHELLED RICE POP CORN



ALWAYS POPS
CRISP TENDER SWEET
The Albert Dickinson Co.
Minneapolis Chicago

Select Brand Quality and Service
Before Placing Your Order on

Glassine Bags
Kraft Bags

Specialties
Tissue Paper
Waxed Paper

Get Our Quotations

SELECT PAPER CO.
219 East 23d Street
New York City

USE
Assorted Novelties
for
Penny Prizes
and Increase Your Business
RINGS
For Ring Sticks and Bouquets
Prices as Low as $1.00 per Great Gross
Write for Samples
F. E. GLAVIN CO. 7040 Wentworth Ave., Chicago, Ill.

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ATTENTION! Some Real Business-Getters!

Stuffed Dates (in 5-lb. boxes), (with walnuts, almonds or figs)
Fig Walnuts (5 lbs.)
Date Balls (120 count)
Fig Balls (120 count)
Chocolate Covered Fig Balls (24 count)

EXCELLENCY REPCO BRAND RELIABILITY PURITY Trade Mark

Chocolate Coated Penny Dates (120 count)
Chocolate Coated Stuffed Dates (5 lb.)
Chocolate Coated Plain Dates (5 lb.)
Chocolate Coated Half Figs (120 count)
Chocolate Coated Whole Figs (5 lb.)
Chocolate Coated Fig Walnuts (5 lbs.)
Chocolate Covered Date Balls (24 count)

Our new plant is going at full speed. We manufacture Date and Fig Specialties only—therefore we are enabled to quote low prices.

A Good Suggestion---Chocolate Covered Penny Dates (120 count)

THE BIGGEST VALUE AND TREAT FOR THE KIDDIES. WRITE FOR A SAMPLE ORDER.

We Solicit Your Patronage. May We Have the Pleasure of Serving You?

REVERE PRESERVING CO., Inc.

BEST IN QUALITY
LOWEST IN PRICE

DATE and FIG SPECIALTIES
20 FULTON PLACE
BOSTON 16, MASS.

QUOTATIONS TO
WHOLESALERS & JOBBERS

Peerless
Marshmallow Sheet

"The Candy Maker's Friend"

Used Extensively by
High-Grade Candy Makers

Gimbal's

The only marshmallow sheet that will produce a perfect product

ACTIVE JOBBERS WANTED

GIMBAL BROTHERS
MANUFACTURERS
First and Folsom Streets SAN FRANCISCO

Gold Embossed Confectioners Stock and Net Weight Seals

Packed 1000 of one kind to package.

MILK CHOCOLATES

Actual Size
75 Kinds

NET WEIGHT 3 LB.

Assorted	1 oz.	4¼ oz.	8 oz.
Assorted Fruits and Nuts	1¼ oz.	4½ oz.	8¼ oz.
Assorted Chocolates	1½ oz.	4¾ oz.	8½ oz.
Bitter Sweets	1¾ oz.	5 oz.	8¾ oz.
Bon Bons	2 oz.	5¼ oz.	9 oz.
Chocolates	2¼ oz.	5½ oz.	9¼ oz.
Caramels	2½ oz.	5¾ oz.	9¾ oz.
Fudge	2¾ oz.	6 oz.	10 oz.
Chocolate Covered Cherries	3 oz.	6¼ oz.	11 oz.
Chocolates and Bon Bons	3¼ oz.	6½ oz.	12 oz.
Chocolates with Fruit	3½ oz.	7 oz.	13 oz.
Milk Chocolates	3¾ oz.	7¼ oz.	14 oz.
	4 oz.	7½ oz.	15 oz.
Dipped Nut Meats	1 lb.	2	lbs. 8 oz.
Hard Centers	1 lb. 2 oz.	2	lbs. 12 oz.
Special Assortment	1 lb. 3 oz.	3	lbs.
Fruit Cordial	1 lb. 4 oz.	3	lbs. 8 oz.
	1 lb. 6 oz.	4	lbs.
Whipped Cream Cherries	1 lb. 8 oz.	4¼	lbs.
Chocolate Almonds	1 lb. 12 oz.	4	lbs. 8 oz.
	2 lbs.	4¾	lbs.
PRICE $1.00 PER M.	2 lbs. 4 oz.	5	lbs.
5M OR OVER 75c PER M.	Price in any Quantity, 50c per M.		

Write for samples and prices of specially designed seals.

MILWAUKEE LABEL & SEAL Co.
SUPERIOR — SEAL — SERVICE
161-171 MICHIGAN ST., MILWAUKEE, WIS.

Exclusive Manufacturers of Julian "Goldcraft" Seals.

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Extra big—and good

That's why they are quick moving



Real creamy marshmallow in delicious nut chocolate



Short Nougat with plenty of almonds

5¢ bars

ACTUAL SIZE



Rich creamy marshmallow combined with milk caramel

Close's big chocolate covered bars have proved that they sell themselves.

These Bars are **right**—extra big—and good, and the price is right, 5c.

If you are buying cautiously to make sure you stock only quick-moving goods in these days, watch the sales records made by Close's Chocolate Covered Bars—five kinds, Belmont, Nougat, Caramallow, Cocoanut, and Peppermint.

Packed 24 bars in a carton. Foil wrapped or unwrapped. Write for samples and prices.

The George Close Company

CAMBRIDGE, MASS

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CANDY BOX MATS, LACES,
LAYER CARDS, DIVIDERS, ETC.

American Bon Bon Cups

America's Standard
Candy Cup
Once tried
always used

AMERICAN LACE PAPER CO.

LARGEST PRODUCERS OF CANDY CUPS IN AMERICA

MILWAUKEE, WIS.
CHICAGO – NEW YORK
PHILADELPHIA – BOSTON

Lyons' California Glace Fruit Co.

Manufacturers of

California Glace and Crystallized Fruits

Highest grade Merchandise, always fresh, made from the choicest selected California Fruits. Prepared under strictly sanitary conditions.

To supply the demand for our product during the coming season we have again enlarged our plant and will again considerably increase our output. Our goods are giving general satisfaction and wherever once introduced are leading all other makes in sales. We don't ask a customer to load up on stock, we carry the Fruits in syrup and only pack them on orders, consequently no need to take stale or dried-out stuff.

WE SPECIALIZE ON:

Assorted California Glace Fruits
in handsomely decorated wood boxes, 1, 2, 3 or 5 lb. net weight; no need to repack.

California Golden Glace Apricots
solid pack, 6 or 8 lb. boxes, better goods than the French for less money.

California Glace Stuffed Prunes
with all the flavor of the choice Santa Clara Valley Prunes, in 1 and ½ lb. tins.

California Crystallized Strawberries
finer than the imported, in 1 lb. and 10 oz. fancy cartons

Write for Samples and Prices

535-551 Folsom Street, San Francisco, Cal.

Supreme Brand

Caramel Creams
Nougat Creams
Velvet Fondant Cream

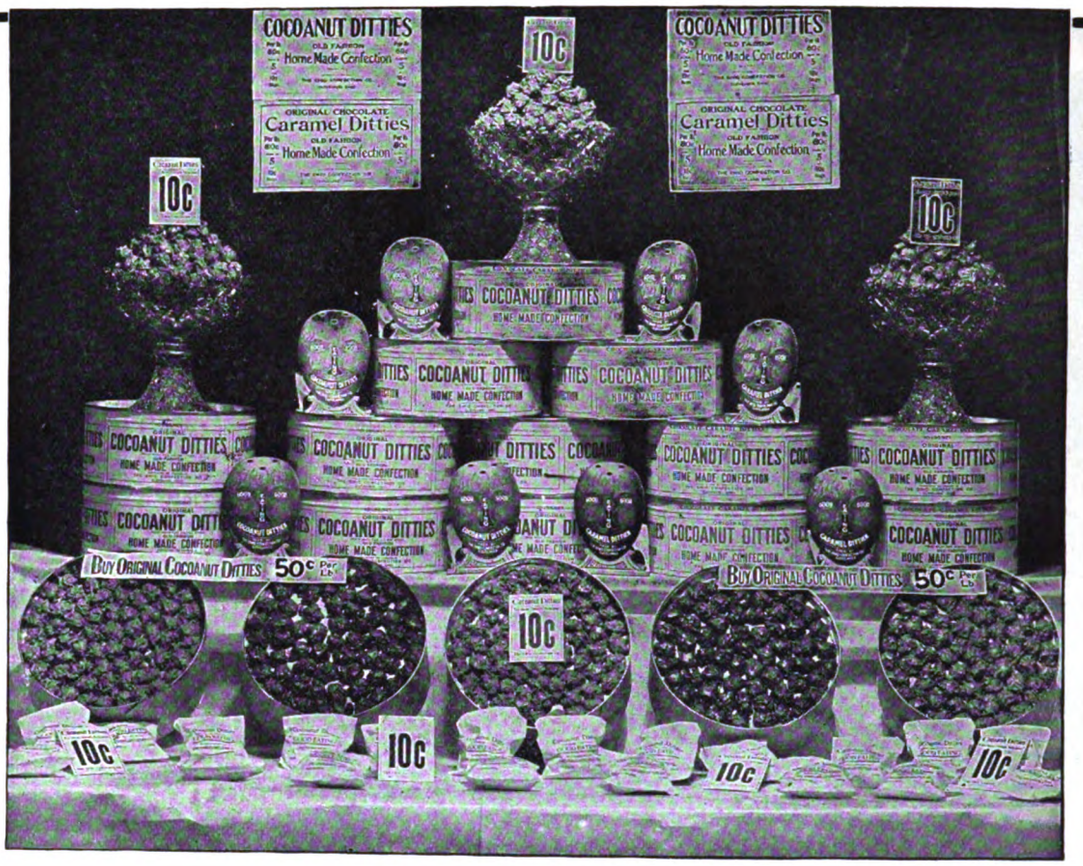
Have improved the Quality of Candy wherever used.

INSIST ON SUPREME BRAND.
ASK YOUR JOBBER OR WRITE
US DIRECT FOR SERVICE

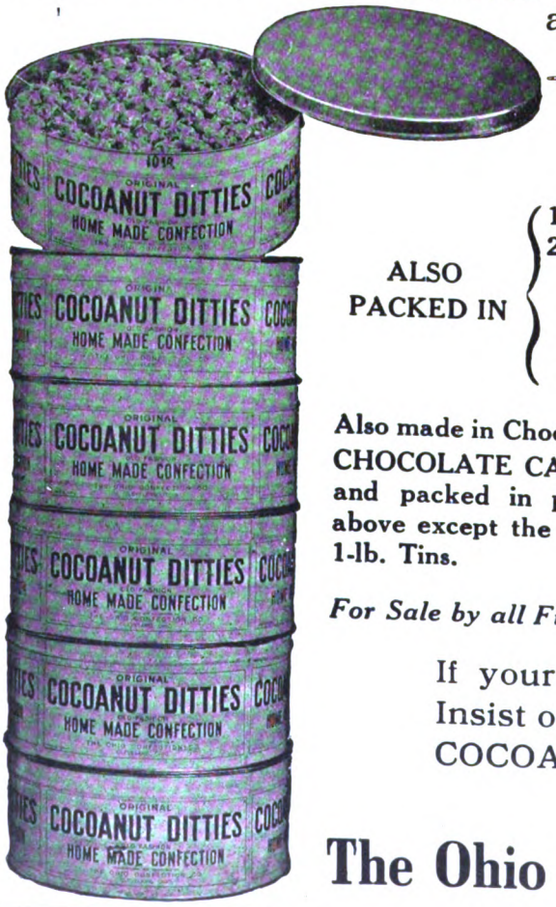
Confectioners' Cream Products Co.
ENGLEWOOD, N. J.

JAMES A. GREAVES
Selling Agent
6 Harrison St., New York

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One Thousand Pounds a Week was the rate at which Cocoanut Ditties sold in one store with this Window Display. Cocoanut Ditties will make money for you too, because they please the consumer. Cocoanut Ditties are guaranteed to keep well in all climates and sell well in summer as well as in winter.



This cut shows our 10-lb. Tin. Six 10-lb. Tins to Crate.

ALSO PACKED IN
- 15-lb. Wood Cases
- 20-lb. Wood Pails
- 5-lb. Paper Boxes
- 1-lb. Fancy Boxes
- 1-lb. Litho. Tins
- 15c Packages

Also made in Chocolate Flavor called CHOCOLATE CARAMEL DITTIES and packed in packages as per above except the 15c packages and 1-lb. Tins.

For Sale by all First Class Jobbers



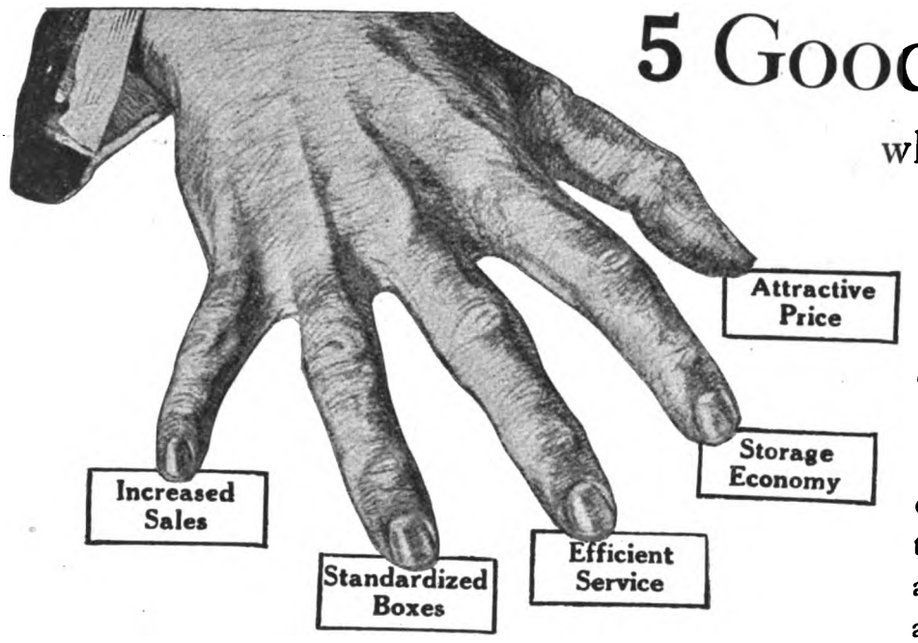
This cut shows our 25-lb. tin, one tin per crate

If your Jobber cannot supply you, advise us. Insist on the Original and beware of Imitation. COCOANUT DITTIES always repeat.

Manufactured by

The Ohio Confection Co., Cleveland, O., U.S.A.

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5 Good Reasons

why you should consider

LIEBSWRAPS

The Highest Development in a Candy Wrapper

THESE reasons alone should warrant your consideration. The general use of outside candy box wrappers has proven their adaptability. We welcome an opportunity to tell you more about LIEBSWRAPS.

THE CANDY WRAPPER HOUSE
TRADE MARK REG. U. S. PAT. OFF.

LIEBS RIBBONS—Ask for Samples
With bows—Ready to fasten—Made of paper

L. A. Liebs Company
INCORPORATED
312-316 E. 23rd St., New York 9 Clinton St., Newark, N. J.

Candies for Kiddies

The ***Ever Welcome*** Kinds. Made by the ***Folks*** who ***Know*** how to make them ***Best.***

Rochester Marshmallow Co.
Rochester, N. Y.
REGAL and **SUPERFINE** Marshmallows

ROYAL Marshmallows



THE HIGHEST ATTAINMENT in Marshmallow making. Distinctly superior in texture, flavor, package and keeping quality.

Well advertised in popular magazines. Quick sellers. 1 lb. and ½ lb. boxes. 5 lb. cartons.

Rochester Candy Works, Rochester, N.Y.

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J. E. McGOLRICK, Inc.
BROKER IN
COCOA-BEANS COCOA-BUTTER
75 FRONT STREET NEW YORK CITY

FOIL
Plain, Embossed and Mounted
FOIL of QUALITY
STANDARD ROLLING MILLS, INC.
363 Hudson Ave., Brooklyn, N. Y.



Established 1855
FRIES & BRO., 92 Reade Street, New York
Manufacturers and Distributors of
THE STANDARD FLAVORS FOR **Quality, Strength, Uniformity**
Peach Grape Strawberry Apricot Maple
Raspberry Pineapple Cherry Honey Banana
Violet Root Beer Sarsaparilla, and many others.

Sixty years' experience enables us to supply the best and most concentrated flavors at a minimum cost.

VON DANNENBERG & PICK
82-92 Beaver Street
129 Pearl Street
New York City
BROKERS IN
All Grades of Cocoa Beans
Cocoa Butter and Cocoa Products

Chocolate Coatings
Chocolate Liquors
Cocoa Powder
Cocoa Butter

To try Hooton Products and Hooton Service is to Become a Regular User of Both

Have we heard from you lately ?

HOOTON COCOA CO. **HOOTON CHOCOLATE CO.**
NEWARK, NEW JERSEY

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Only Whitney Makes



Does Appearance Count?

We'll say it does; watch your clerks.

A well-dressed man stops at the counter. A clerk steps forward quickly, with a smile, waits on him with attention, thanks him politely and follows him with admiring eyes as the stylish customer walks toward the door.

The next customer is a shabby gent. The clerk pays slight attention to him, waits on him indifferently and forgets him before he leaves the counter.

No, don't blame the clerk. He or she is only following the human instinct of being attracted by a good appearance and repelled by shabbiness.

It is much the same with your customers and the boxes you put their candy purchases in. The appearance attracts them in accordance with the kind of container you use. Play safe with the quality of your candy and the appearance of the boxes you place it in and your sales will increase.

Climax Folding Boxes have played a big part in the success of thousands of Confectioners.

CLIMAX DE LUXE CLIMAX A CLIMAX B

WHITNEY & COMPANY

Makers of boxes that pay you a profit

114-124 WATER STREET LEOMINSTER, MASS.

To help your Display Window sell more candy to more people write our Service Department for a set of Display Cards.

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Manufacturers of Specialties in Paper for Confectioners

Hollis & Duncan,

724-732 W. Lake Street
CHICAGO, ILL.

Chocolate Dividers
Layer Boards
Pail Liners
Circles of All Sizes
Glassine Nut Bags
White Bond-Paper Bags

STANDARD SIZES AND THICKNESSES READY FOR SHIPMENT

We make a heavy folding Candy Box from white board, coated both sides. Reasonable in price and very satisfactory to users.



Write for Samples and Prices

Pail Fillers
Box Liners
Dipping Papers
Bon Bon Cups
Pail Laces
Transparent Bags
Tissue Excelsior

SPECIAL SIZES MADE TO ORDER

EST. 1862 INC. 1902

Daniel S. Dengler & Son, Inc.

Manufacturers of Collins' Ice Cream Powder and Vanilla Sugar

Importers and Wholesale Dealers in

Shelled Nuts and Confectioners' Supplies

Highest Grades Best Qualities

CORN SYRUP

ALMONDS
CHOCOLATES
COCOANUTS
FLAVORS
PEANUTS
GLACED FRUITS, Etc.

Full Line Fruit Juices, Crushed Fruits, Syrups, Etc., for the Soda Fountain. Write for Prices

102 Chestnut Street PHILADELPHIA, PA.

Candy That Will Increase Your Sales

1c Our Junior Coco Marsh 1c

Sold like wild-fire in the five-cent size. Now booking tremendous orders on the penny piece.

35 Strong Trade Winning 5c Bars

Best and largest line made in United States.

40 Items in Package Candy from ½ lb. to 5 lbs.

Wonderful Boxes—Better Candies.

WIRE OR WRITE FOR SAMPLES

THE H. J. RIGBY CO., Inc.

630-632 HUDSON ST. NEW YORK CITY, N. Y.

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PURE VANILLA EXTRACT

ATLANTIC IMPORTING CO.
617-623 Eleventh Avenue, New York

MATTHEWS BROS.

MAKERS OF

Plain and Fancy Candy Boxes
Cartons and Folding Boxes
OF ALL KINDS

115 HOPKINS PLACE
BALTIMORE, MD.

CLOVER BRAND LOZENGES

Clover Mints Clover Mints
Medicated Work a Specialty

Specialties

Cigarettes	Chop Sticks	Ben Hurs
Diadems	Cachous	Penny Roll Lozenges
Penny Roll Cachous	Floral Dainties	Beauties
Milo Cigarettes	Chocolate & Printed Wafers	10 for 1c

CLOVER WAFER ROLL 5c

SMITH & PETERS Philadelphia

CANDY BOXES

Mother's Day, May 14th

APPROPRIATE BOXES READY FOR IMMEDIATE SHIPMENT

One Pound Box, Size 7⅞x3⅜x1⅝, Extension Bottom, $7.00 per 100
One Pound Box, Size 8x4x1¾, Padded Top, $2.40 Doz., $15.00 per 100

The above Boxes will increase your sales. Send your order at once.

W. H. DEISROTH CO., INC.

713-15 Spring Garden Street PHILADELPHIA, PA.

PENNY NOVELTY PRIZE CANDY PACKAGES

"BABE" RUTH
Samples and prices upon request.

PRIZE BOX

CANDY AND TOY IN EACH PACKAGE.
A Baseball autographed by "Babe" Ruth given free for 250 pictures.

SCHAPIRA BROS., Inc., 598 E. 135th Street, NEW YORK

All Our Packages Comply With Anti-Lottery Law—Opened and Examined Before Purchasing.

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Creating new economies in packing and shipping candy

Gair service insures lower costs and greater efficiency



The counter display container is proving its value as a real builder of sales for many of the best known packaged candies. You can obtain it lithographed in any colors, to fit any product—made only to your individual order.



Gair shipping cases—both Corrugated and Solid fibre—are the choice of leaders in the candy industry. Light, strong, and resilient, they have helped many confectioners to introduce more economical packing and shipping methods.

A WHOLE series of packaging and shipping problems confronts every candy manufacturer. Folding box, label, shipping case—every element presents special difficulties.

For years Robert Gair Company has made a scientific study of your problems. Our folding boxes insure savings in cost of stock and printing. Our shipping cases reduce packing costs and freight charges. Our knowledge and experience qualify us to give expert advice and assistance on every phase of your package merchandising problems.

Packages that command attention

If your product is put up in folding boxes, the container must not only be scientifically constructed, but must reflect the atmosphere of quality which you wish conveyed to the consumer. We can design a carton for your individual product—a carton scientifically correct in size and shape and possessing maximum attention value.

Or we will take your present design and give it the utmost distinction by vivid, accurate, colorful reproduction.

For candy packed in tin, glass or otherwise, Gair labels and wrappers are equally effective.

The Tinsley Display Container

Originally designed by Robert Gair Company, the Tinsley Container has proved a real sales stimulant for many well-known brands of packaged candy.

It's always right where you want it at the critical **moment**—giving the customer, when

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he's standing at the counter ready to buy, a final reminder to choose *your* product.

Fibre cases—the logical way to pack and ship candy

Candy makers everywhere are fast realizing the advantages of Corrugated and Solid fibre shipping cases. Rigid and compact, inexpensive and easily handled, they have reduced shipping losses and cut packing costs by thousands of dollars.

Shipments of candy require special protection against the rough handling received in transit. Chocolate bars for example, unless they are scientifically packed, are damaged if they receive a sudden jar. Gair cases, correctly designed and strong enough to meet every test of fast modern transportation, afford adequate protection for even the most fragile confections.

Every Gair case is designed specifically for the job it has to do. Special equipment enables us to test cases by methods which duplicate the roughest handling a shipment can receive. That's why Gair cases give *maximum service.*

At no cost to you, our experts will visit your plant and study your particular packing and shipping problems.

The Gair "Unit Service"

The Gair system offers confectioners the advantages of standardization of packaging elements, insuring correct relation between carton and shipping case, economical packing methods, consistency in design and color scheme. Instead of ordering cartons from one firm, containers from another, display material from a third, you can obtain from Robert Gair Company *all* the essentials of modern package merchandising: Folding boxes, Labels, Lithography, Corrugated and Solid fibre shipping cases.

Every candy maker will be interested in the Gair Service Booklet. Send a postal for your copy today!



A representative group of Gair folding boxes, manufactured for leading candy makers

ROBERT GAIR COMPANY

350 Madison Avenue, New York

CHICAGO PHILADELPHIA BOSTON BUFFALO

Member of Container Club

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LUDEN'S

Something new—and, of course, something good.

Packed 120 count and an excellent piece of candy for summer trade.

Spearmint Ices
5 for 1 cent

Chocolate Mint-O-Ring — Big value and an excellent eating piece of chocolate peppermint-flavored cream center—packed 24 count to retail at 5c. Why not order a case at once—and be one of the first to offer them to your customers?

Spearmint Leaves — Sold in every State in the Union and well liked. Everybody Buys Them.

Marshmallow Penny Specialties — Naturally you'll think of LUDEN'S and will want some of them, too.

Last but not least, "by a whole lot"
LUDEN'S MENTHOL COUGH DROPS

WM. H. LUDEN, Inc., - - Reading, Pa.



To the Manufacturing Confectioner



If putting out a **new piece of goods** and you wish to use

Quaker Brand

A New Flavor
A New Color
A Confectioners' Glaze
Something to Prevent Stickiness
Something to Keep the Candy Hard
Something to Keep the Candy Soft

Quaker Brand

WRITE OTTENS—It will be of mutual benefit



Our Reference—Established 1884

HENRY H. OTTENS MFG. CO., INC.
129-131 S. Front St., Philadelphia, Pa.
Canadian Factory: 3 Jarvis St., Toronto



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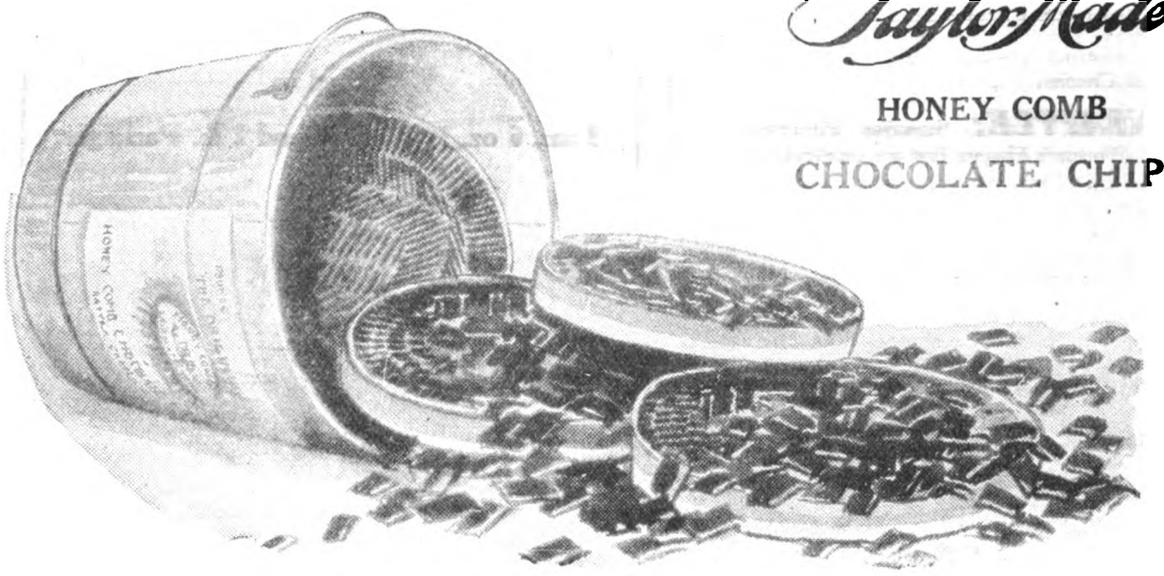
The Name on each Chip

"The Best Known and the Biggest Seller on the Market"

"Taylor-Made"

HONEY COMB

CHOCOLATE CHIPS



W. E. TAYLOR, Maker - - - - Battle Creek, Mich.

SEE WILBUR'S EXHIBIT

AT THE

NATIONAL CONFECTIONERY & ASSOCIATED INDUSTRIES EXPOSITION

The Coliseum

Chicago, Ill., May 22-27, 1922

WE take this opportunity of welcoming our many friends to the National Confectionery and Associated Industries Exposition, May 22nd to 27th, 1922. Our exhibit booths are Nos. 140 and 161.

A full line of Wilbur's Coatings, Liquors, Cocoas and Solid Chocolate Confectionery will be displayed. In addition, one of our many Wilburbud Wrapping Machines will be in operation during the entire exposition.

A hearty welcome to all.

H. O. WILBUR & SONS, INC.

PHILADELPHIA, PA.

MAKERS OF WILBUR'S CELEBRATED PRIZE MEDAL VANILLA COATING

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Fruit Headquarters

offers these warm weather fruit specialties to



Candy Manufacturers

CHERRIES: Whole and broken Maraschino Cherries—Glace Cherry Pieces—Broken drained Cherries.

PINEAPPLE: Hawaiian Pineapple Cores—Pineapple Fingers that are excellent for dipping. Pineapple wedges in syrup, melt the cream perfectly.

Fruit Centers for Chocolate Bars

We can make quick deliveries of any kind of fruit desired for five and ten-cent chocolate bar centers, keeping ourselves abreast of the big and growing demand for this type of confection.

Samples and Prices Quick for the Asking—Write Today



The Cincinnati Extract Works
422-424 W. FOURTH ST.
Cincinnati, Ohio

ADVANCE Chocolates

Flashy Packages for Concession and Seashore Trade.

Packed in

3 oz., 6 oz., ½ lb., 1 lb. and 2 lb. Packages

Single and Double Layer

A good assortment always on hand at very low prices. Also a full line of Pure Sugar Hard Candies in Packages, Jars and Bulk.

Send us your inquiry.

Advance Candy Mfg. Corp.
511 to 519 East 72d St., N. Y. City





Some Reasons Why Confectioners Should Always Use

Franklin "Crystal A"

1. Because of its great strength, it is able to hold in composition great quantities of such material as commercial glucose, fruit pulps and fruit acids; partial inversion would result from the use of a weaker sugar.



2. It can be cooked to a very high degree of temperature without any change in color.

3. A high gloss is easily obtained with **"Crystal A,"** because it can stand such intense heat.

More Reasons Next Month.

The Franklin Sugar Refining Company

PHILADELPHIA

"A Franklin Cane Sugar for every use"



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The Big Season Is Now On

for

Cracker Jack

East of the **5c** Rocky Mts.

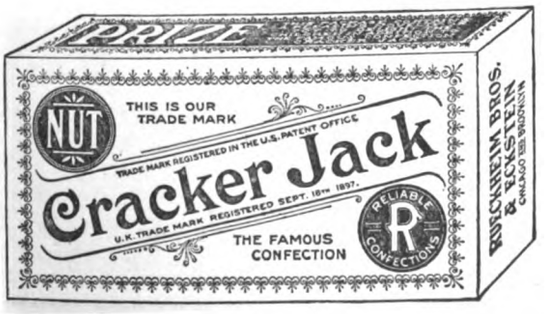
10c Pkge. [Large Size] West of the Rockies

Sales are big! Get your orders in early for Decoration Day business

The Cracker Jack Co.

CHICAGO and BROOKLYN

Makers of Cracker Jack, Angelus Marshmallows and Reliable Brand Confections



C. H. JONES COMPANY

276 West Broadway, New York City

OFFERS

16. DIPPING ALMONDS, 28 lbs. to case, $10.36 ..... Per lb. 37c
32. BORDEAUX STYLE WALNUT HALVES, 55 lbs. to case, $26.40..... Per lb. 48c
34. MEDIUM SELECTED PECAN HALVES, 50 lbs. to case, $34.00..... Per lb. 68c
61. CEYLON MACAROON and MEDIUM SHRED COCOANUT, 130 lbs. to case, $14.30 ..... Per lb. 11c
71. LEVANT FILBERTS, 176 lbs. to bag, $29.92 ..... Per lb. 17c
72. GLACE PINEAPPLE FINGERS, 6 lbs. to case, $2.88..... Per lb. 48c
102. 1921 CROP SAIR DATES, 70 lbs. to case, $4.20 ..... Per lb. 6c
104. 1921 CROP HALLOWEE DATES, 70 lbs. to case, $5.25..... Per lb. 7½c
151. COCOA POWDER, 224 lbs. to case, $4.48. Per lb. 2c
200. STRAWBERRIES, cold process, two parts fruit, one part sugar, 450 lbs. to barrel, $36.00 ..... Per lb. 8c

Subject to Prior Sales ***Shippers Weights***

Terms: Cash F. O. B. New York
Less than 100 lbs. Via Express

Check must accompany order where credit has not already been arranged.

Lehmaier, Schwartz & Co., Inc.

215 East Twenty Second Street

NEW YORK CITY

Manufacturers of

TIN FOIL

For Every Conceivable Purpose

Booths 56 and 57

Coliseum Exposition

Chicago

May 22nd to May 27th

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FAVORS AND NOVELTIES FOR THE SPRING TRADE

A vast collection gathered from all over the world. Lowest prices and immediate delivery.

Sand Toys. Floating Sets. Miniature Boats.
Snapping Mottoes in enormous variety.
Birthday Cake Candle Holders. Jack Horner Pies.
Dressed China Kewpie Dolls. New designs. $4.50 per dozen.
Dressed Miniature Celluloid Dolls, 50 different styles, Brides, Grooms and other splendid varieties. $1.50 per dozen.

Catalog Free on Request

B. SHACKMAN & CO.

906-908 BROADWAY (at 20th Street) NEW YORK CITY

YOU CAN INCREASE THE SALE OF YOUR GOODS
...BY USING...
GAMSE'S LITHOGRAPHED
CANDY BOX TOPS
BEAUTIFUL COLORS HIGHLY EMBOSSED
SAMPLES ON REQUEST
H. GAMSE & BRO.
GAMSE BUILDING BALTIMORE, MD.

IMPORTANT

Princess Mary's Wedding

The Wedding Cake for the Princess was profusely decorated with SILVER DRAGEES, there being no Tin or foil used because the higher educated people are more familiar with Silver Dragees than with Tin. You probably noticed that most of the Wedding Presents were of SILVER and Gold, including the Wedding Gown, being of SILVER Cloth. Managers who cater to the Exclusive trade never use TIN as a decoration; they only use SILVER DRAGEES. Tin is most conspicuously displayed on street vending stands and in the kitchen. Have you ever noticed how a brilliant Jewelry store window attracts a crowd with its display of SILVER and GOLD, but no TIN is ever displayed? $50,000,000 worth of candy sales were lost last year because the managers forgot how to decorate their windows like a Jewelry store window. SILVER DRAGEES are Guaranteed strictly under the National and ALL the STATE Pure FOOD Laws.

FRENCH DRAGEE & SPECIALTY CO.
NEW YORK CITY

Write for Sample and Salesman's Folder Illustrating

Beich's "Say Bikes"

CORONA JELLIES

in these 12-pound jars.

A Real Warm Weather Seller!



PAUL F. BEICH CO.

BLOOMINGTON CHICAGO

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KEYSTONE BRAND

Dipping Cherries
Any Count

Cherries processed to cordialize with best results. Ripe, rich, luscious fruits which won't leak, swell or run. Keystone—famed for its cherries—guarantees this fruit to be of the highest grade.

PRICES REASONABLE

Pineapple Cubes for Dipping

Evenly cut, deliciously processed and of uniform quality. Order now for quick shipment. Any Flavor.

Write for prices on Drained Pineapple Hearts and Pineapple Debris.

Contract NOW

Here's the time to make contracts for Fall deliveries on

Glace and Dipping Fruits of all Kinds

You'll profit by being prepared. Insure yourself against delay.

Dept. C-1

Keystone Fruit Products Co.
Cincinnati, Ohio

LIGHTNING
PAIL POCKETS
(Patented U. S. A.)
FOR PACKING IN PAILS

The only Pail Pockets on the market with every score line thoroughly bent

BROWN & PAIL COMPANY
Manufacturers of all k...
FRANKLIN AND WILLOW STREETS, PHILADELPHIA

INSIST ON ORIGINAL
Michelbach's



...Weight, 3 oz.

Packed full of Fruits and Nuts

Fruit and Nut Loaf

...specialty is a winner and a ... repeater. It is packed full of ... finest varieties of fruits and ... together with the finest grade ... cream and coated with chocolate.

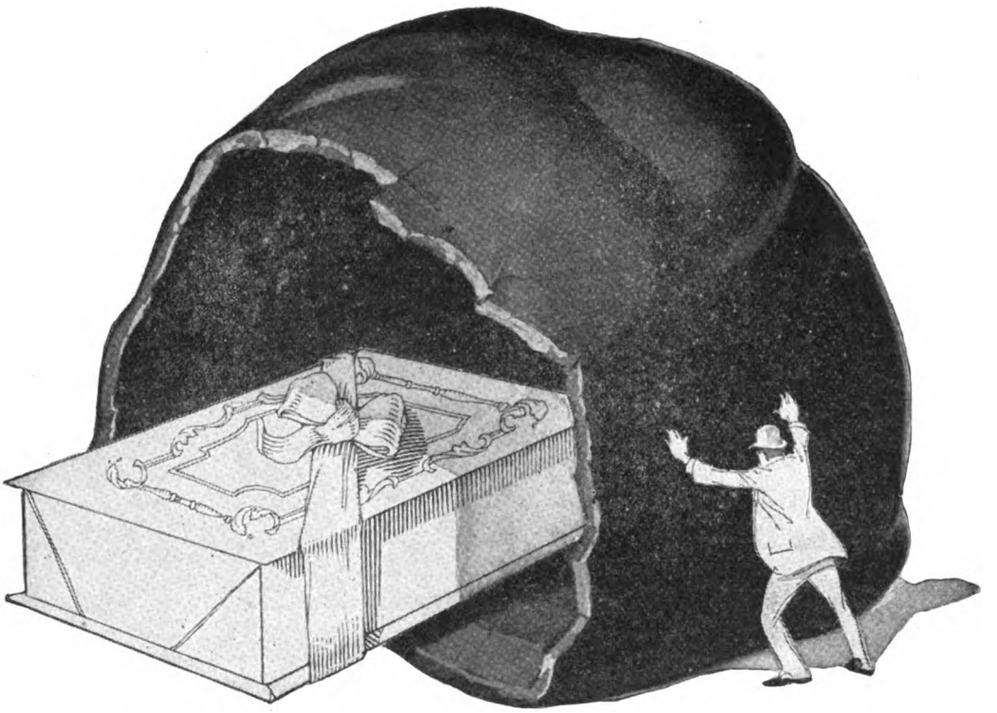


Made of Cherries, Pineapple, Black Walnuts ... Coated with Chocolate ... wrapped in tin foil.

Write for Samples

E. MICHELBACH & SONS, Philadelphia, Pa.

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The wall that bars competition from your line

The coating is the first thing and the last thing you taste in a candy. That's why it is so important to have your coatings of the finest.

Runkel Coatings, "with that chocolaty taste," will give your candies a taste of distinctive goodness that will make people come back again and again for more.

There is a Runkel Coating for every requirement of the candy maker.

FREE! *Runkel's Book of Chocolate Coatings*

We shall be glad to send you, without charge, our book of chocolate coatings. This is a unique book, for the contents are to be eaten, not read. It contains actual samples of various Runkel Coatings for you to test. Find out for yourself how good they are! Send for your free copy today—before the edition is all gobbled up! RUNKEL BROTHERS, INC., 451 WEST 30TH STREET, NEW YORK.

Runkel's Coatings

"with that chocolaty taste"

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HERE COMES THE BRIDE!

Be Prepared for June Weddings

We offer a dainty, inexpensive and profitable assortment of wedding favors as follows:

50—8174	White basket form cup trimmed with white roses (4¼ inches high)	$2.95	per 100	$1.47
50—8201/1	White basket nut cup. Handle trimmed with gold cupid and white bow (4½ inches high)	5.75	" "	2.88
25—7204	White vanity draw string bag with ribbons and gold cupid (4 inches high)	6.50	" "	1.56
25—7101	Ladies' white hat trimmed with white roses, with concealed nut cup container and place card	10.50	" "	2.63
25—8176	White poppy cup on stand with gold cupid (6 inches high)	6.50	" "	1.62
25—4123	White fluffy fringed horn with gold cupid and place card (7½ inches high)	7.50	" "	1.88
25—7246	White airship (container) with gold cupid and place card (4 inches high)	$12.50	per 100	$3.12
50—8179	White basket nut cup with fringed edge. White roses and foliage on handle (4 inches high)	5.85	" "	2.93
25—8173	White rose plant with roses and foliage. Nut cup container as flower pot (7 inches high)	8.50	" "	2.13
25—8222	White tripod nut cup trimmed with white ribbon and roses (9½ inches high)	12.50	" "	3.12
50—8270	White tulip cup on stand with gold cupid (5½ inches high)	5.00	" "	2.50
				$25.94

Wedding favors should be displayed early in May. Therefore, do not delay in placing your order.
Illustrated catalogue sent on request.

Our Complete Line, Including Many New Things Not Shown in Our Catalogue, will be Displayed in Room 1003 at the Hotel Adelphia, Gift Buyers' Week, May 15 to 20.

UNEAK DINNER FAVORS, INC.

10-12 East 23rd Street **NEW YORK CITY**

Certified Food Colors
Vegetable Colors
Cochineal Colors

GENUINE FRUIT EXTRACTS
ALSO
NON-ALCOHOLIC FLAVORS
Concentrated in Paste Form (For Hard Candies)
Made from the real fruit

Manufactured by
H. KOHNSTAMM & COMPANY
(Established 1851)

First Producers of Certified Colors



83-93 Park Place New York

11-13 E. Illinois Street Chicago

BAGS for

CONFECTIONS
POP CORN
SALTED PEANUTS
AND EVERYTHING

THOMAS M ROYAL & CO
BRYN MAWR PA
Bag makers for 26 years

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A 5c WINNER!

Sterling - Stimulator s

Just bite into one of them—that's all! You'll say it's one of the most delicious nutty chocolaty tasting bars you've ever eaten. The size speaks for itself. We honestly believe it's one of the most extraordinary values on the market. STERLING STIMULATORS will stimulate sales.

Packed twenty-four to the box

SEND FOR SAMPLE

STERLING CHOCOLATE COMPANY, Inc.

44 SOUTH 9TH STREET BROOKLYN, N. Y.

Opera "BOMBO"



A five cent whirlwind!

An unusual combination of [illegible] in one big piece—chocolate coated. Each wrapped separately in a [illegible] wrapper. Orders we are now receiving on this number promise to place it among the leading fast sellers.

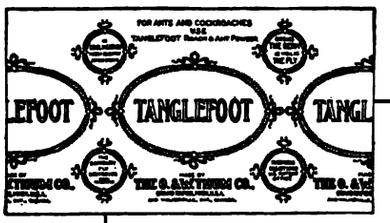
SEND FOR SAMPLE—YOU'LL BITE INTO THIS WITH DELIGHT

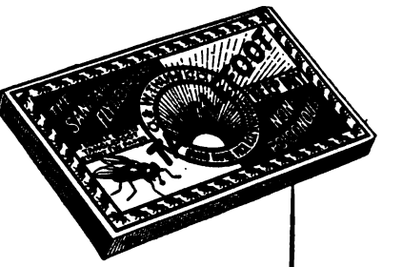
ELBEE CHOCOLATE CO.

INCORPORATED

32 South 9th Street BROOKLYN, N. Y.

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A Valuable Impression

A pleasing impression upon customers is of value. You can create one and at the same time save your goods from damage by spreading sheets of **TANGLEFOOT** in your show windows, especially over Sunday.

TANGLEFOOT will then be at work for you and will not only catch the flies, but attract the attention of people who pass your store to your efforts to keep your stock clean and fresh. For 1922 **TANGLEFOOT** has been considerably reduced in price.

Remember **TANGLEFOOT** *catches the germ as well as the fly, and that poisons, traps or powders cannot do it.*

KLEIN'S

MILK CHOCOLATE COATINGS

SHADES

DARK
MEDIUM
LIGHT

High Grade Quality at Very Low Prices

Write for samples and quotations.

The Klein Chocolate Co., Inc.
Elizabethtown, Pa., U. S. A.

We own and operate one factory only.

F. F. PEASE, Inc.

Confectionery Engineers
BOSTON, MASS.

We design, build and install Special Machinery and Equipment for Candy Manufacturers.

What we have already done would interest you.

What we are now doing would thrill you with a new vision of what modern engineering is doing for the progressive Candy Manufacturer.

We can help you to lower costs with a better product.

Your particular difficult mechanical problem is the one that we are in business to solve.

Lolly Pop Wrapping Machine

Will wrap any machine-made sucker.
Does the work of six hand-wrappers and makes a better package.
Simple to operate—needs only one unskilled attendant.
Can be set up in a space three by six feet.
Machine is guaranteed, and our aim is to have satisfied customers.
Sanitary, clean and attractive product made ready for the trade.

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Spring

is here and all of Uncle Sam's little nephews and nieces are out doors playing. The neighborhood candy store gets the business—and every kiddie enjoys the delicious flavor of

"Famous" MUELLER MADE

Licorice

The quality they adore! And the purity! Mother and dad, too, say, "Good for you, Tommy"—because they themselves preferred **Mueller's** to any other licorice in childhood.

The Time Is Here, Mr. Jobber---

for you to get plenty of stock and to keep plenty. **Mueller's licorice has always sold and always will.** Make up your order from this tempting list of specialties and you and your dealers will grab off the lion's share of the spring business. Pennies are coming back into circulation and this means Mueller's licorice for the children.

XLCR	***Whips***
Cigarettes	***Cigars (Banded)***
Whoppers	***120 Tubes***
Twisters	***120 "Famous" Stick***
Wrist Watch	***Busters***
240 Tubes	***Big 4***
Travelers' Companion	***Chocomels***
Plug	***Brick***
Trio Tubes (120 Count)	***Lozenges for Manufacturing***
Train Assortment	

All the licorice specialties manufactured by

THE JOHN MUELLER LICORICE CO.

Wade and Freeman Sts., Cincinnati, Ohio

are prepared with the finest grade of SPANISH licorice and are "Made 'Famous' and have been kept 'Famous' by two generations."

"Neldyne"

Crowned King of all Licorice Candy. Guaranteed not to stick in summer. Samples ready!



The "Famous" XLCR

The Credit Monthly Says:

FROZEN credits might be defined as the frost on accounts all over-dew.

Credit where credit is due—perfectly right and proper; but credit where payment is due—that's a horse of another feather.

What we need are statistics showing how many bankruptcies are really bunkruptcies.

Some holders of German marks are already taking correspondence courses in paperhanging.

It is but natural that some overdun delinquents are capable of scorching replies.

He who follows the golden rule seldom has that guilty feeling.

There's many a slip twixt the dotted line and the perforated numerals.

The advertiser that has cold feet now will be cold all over two years from now.

France, in holding out for more armament, admits that her fears are all Boche.

The present financial instability of Central Europe might be attributed to several countries losing their balance.

Merchants, in making financial statements, would often hew closer to the truth by listing outstandings as Accounts Deceivable.

In order to limit the ever-increasing number of budding forecasters of conditions—why not an Excess Prophets Tax?

Our legislators should examine the merits of a Turnover Tax on top-heavy jitney busses.

The malady from which many credit men's customers are suffering might be diagnosed as "depression's grippe" brought on by too many cold drafts.

YOUNG Bride—I wish I'd married a man who could paint the beauty of **nature.**

Tactful Husband—My dearest, you'd soon get tired of posing!—*London Mail.*

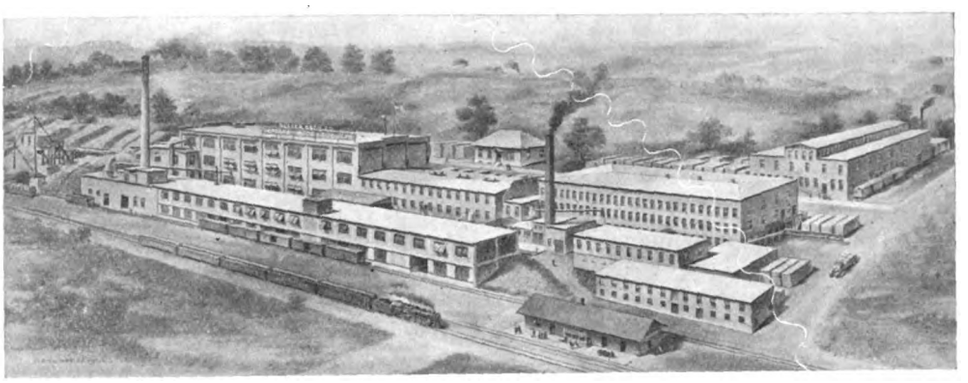
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SETTER

HARD MAPLE SUCKER STICKS

BOTH BLUNT AND POINTED

Large Stocks Always on Hand



Samples and prices will convince you that these are the Sticks you ought to use

SETTER BROS. CO.

Cattaraugus, N. Y.

MPCo Milapaco

Lace Papers of Character

Your Sundaes Taste Good—Make Them Look Good

The most delicious of sundaes will appeal to the palate only when it is set before the purchaser in a clean, inviting dish. "Milapaco" sundae dishes and silverplated dish holders make this impression, and will greatly increase your sales.

- Paper Doilies
- Paper Sundae Dishes
- Bon Bon Cups—plain and printed
- Box Top Laces—plain and embossed
- Glassine Bar Wraps—printed
- Dividers
- Embossed Blotter Mats
- Padolene
- Layer Cards
- Aluminum Bar Wraps—printed
- Pail Laces
- Strip Laces and Embossed Name Laces
- Silverplated Sundae Dish Holders



MILWAUKEE LACE PAPER COMPANY

Corner Lee and Bolton Sts. *Est. 1899* Milwaukee, Wis.

New York *Chicago* *Montreal* *Calgary*
Boston *New Orleans* *Toronto* *Vancouver*
Cleveland *San Francisco* *Winnipeg*

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CONFECTIONERS JOURNAL
Oldest Paper of its Class in the World

Vol. XLVIII May, 1922 No. 553

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Published on the First of Each Month by

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WALTER W. GALE
Vice President and Treasurer

FREDERIC W. HARVEY
Secretary

FRANK H. TAYLOR
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Changes for advertisements must be received by the 10th of the month

No cancellation of advertisement received after the first of the month

Make remittances payable to the order of
The Confectioners Journal Publishing Co.

Member Audit Bureau of Circulations

NOTICE TO ADVERTISERS—In order that we may protect our advertisers from unfair competition, and our pages from unpleasant controversy, we reserve the right to object to the wording of any advertisement, and contracts will only be accepted by us with this understanding.

MOTTO FOR MAY

Make way! Here comes the Queen of May,
All flower decked, on her way.
Your greeting give, to her, dear sir, today.

All of the "Journal's" subscription agents bear letters of identification. Do not pay money to any one who cannot show proper credentials. Agents have no authority to change subscription price, or to "club" the "Confectioners Journal" with any other publication at a cut rate. We will thank any confectioner to let us know of any agent violating our instructions.

Get the habit of reading the "Journal's" advertisements; there's profit in it for you.

The Statistician Says

PRELIMINARY figures from the Bureau of Census, Washington, D. C., for 1919, bearing upon the manufacture of confectionery show conditions of the industry as follows:

Number of establishments	3,149
Capital invested	$219,634,526
Number of salaried employes..	14,343
Average number of wage earners	76,493
Salaries and wages	$ 85,705,527
Wages	54,461,057
Cost of materials	252,433,691
Value of products	447,726,103
Value added by manufacture...	195,292,412

Unless some swollen headed statistician has blundered, the foregoing figures reveal the fact that the confectionery business has done more than "just growed" when its national standing in 1919 is placed in comparison with that of 1914.

According to available figures the advance in the business on a percentage basis is as below:

Number of mfg. establishments increased	26%
Capital invested increased	60%
Number of salaried employees increased	35%
Aver. number of wage earners increased	32%
Salaries and wages increased	27%
Wages increased	62%
Cost of materials increased	62%
Value of products increased	65%
Value added by manufacture increased..	68%

A close study and analysis of the percentages exhibited discloses information that is at once interesting, and that portray the present day position of our national industry. If the hour has not presented itself before it is certainly here now when manufacturers mindful of the stability of their own interest will give heed to their investments; "cleaning house" where cleaning is necessary and correcting lax competition wherever it has existed.

The statistics given show that while 60% was added to capital this advantage to the business was wholly wiped out by the great increase in the cost

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of materials and wages to wage earners of 62% each, or 124%, to say nothing of other overheads. It is interesting to observe that with an increase of 32% in wage earners, that the wages they exacted increased 62%, and singular as it may seem, it is nevertheless shown that the number of other salaried employees increased 35%, but with only an increase in compensation of 27%.

Let us hope that by the end of 1922 all present day evils and "hold-backs" in trade circles will be removed, and that the trade will follow the guidance and example of the long-headed men who know what ought to be done, how and when to do it, so that by 1923 all branches of the business will be in a most healthy condition.

Candy in the Movies

THE National Association of Manufacturers, in session at Washington last month, proposed to inaugurate an educational movement, through the use of motion pictures, of industrial processes. The plan announced is to place the cost of making the films upon the manufacturers and to depend upon the government to have them exhibited at home and abroad. The manufacture of candy, in its many forms, is certainly a most interesting line of production. To picture it upon the screen to millions of people would prove a great help, a wonderful promoter of larger demand and a broader comprehension of the magnitude of the confectionery industry among the leading lines of American enterprise.

Regarding Official Organs

IN the constitution of the Candygram Association we notice under article No. 3 that a certain trade paper shall be the official publication of the Association. We must confess that we are not in harmony with associations selecting a certain publication of the trade press and making it the "official organ." This means the "official organ" is favored above the others in receiving news and information, thus naturally preventing the other trade magazines from rendering as useful service to the organization as they otherwise would. Wouldn't it be better to have all the trade press on an equality as "official organs," rather than one only, and wouldn't an association then receive more service from them? The day of the "official organ" has long since passed away. A paper that forces itself upon an association as an "official organ" confesses its inability to do business on its own merits; weakens its own independence, and puts itself in a position where it depends upon the association to bolster up what might otherwise be a journalistic failure.

Candy by Telegraph

IN our July, 1920, issue, on page 114, we published an article advocating the idea of a national slogan for the candy trade and of an association to deliver candy on mail or telegraphic orders. From that time our Business Building Department has steadily hammered away; first for the adoption of the slogan, and when one was recently adopted, it swung back to developing interest that would create a delivery association.

It is extremely gratifying to note that while we have been creating popular interest in the idea our Chicago contemporaries have been quietly and effectively working. Not only have they laid the foundation for such an organization, but have practically perfected all the details, adopted a name—and a very good one—and have launched the association on what we hope is the sea of a large success. The Candygram Dispatch and Delivery Association has established headquarters at 2058 Northwest avenue, Chicago. They have sent to the trade a booklet giving the story of "Send a Candygram," which contains the constitution and by-laws of the association and an interesting description of its proposed work. We believe such an association will meet a long-felt want; we trust it will be generously supported, and we are confident that it will not only increase the demand for fine confections, but that it will help elevate the idea of fine confectionery into the sentimental realm and thus increase its value, its influence and its demand.

Figures on Electric Lighting

REGINALD TRAUTCHOLD, M. E., writing for the *Inland Merchant*, has tabulated the relative percentage of illumination employed in the stores of fourteen retail lines of business. The confectioners rank as eighth on the list. This is a fair average when we take into account the fact that the drug and cigar stores generally keep open later than those dealing in candies.

SPECIAL REQUEST TO ADVERTISERS

As our readers have been informed, four of our prominent and National Associations will hold their Annual Conventions in Chicago the week of May 22nd, and it will be absolutely necessary, in order to handle the reports of the several meetings as fully as possible with the limited time given us between May 22nd and June 1st, that the advertising forms of our June Journal be sent to press promptly on May 10th, and be printed so as to make the way clear for the handling of all matter for our text pages. To this end we ask the co-operation of our advertisers in forwarding promptly and before May 10th any change in copy (or cuts) that they may wish to use. In the absence of new copy, advertisements appearing in this issue will be inserted in the June issue to go to press, as stated above, on May 10th.

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Spring is Here, Clean Up!

POETS, down through the ages, have voiced, in happy lines the coming of springtime. It is the period, in the cycle of the year, when we are most sustained by anticipation; when there seems so much that we may do and may hope for in the betterment of our affairs. Spring cleaning-up is a time-honored process with every thorough house-wife. It should be practiced, equally, in our shops and stores. Get rid of the dirt and trash! Now is the time to look your best.

Selling by Suggestion

THE publicity departments of many large retail establishments have demonstrated the value of suggestion. They know, from experience, that many people, if not most of them, are glad to have somebody else to do part of their thinking. Their own mentality is always busy with the daily problems of life.

There was a time when, if a candy retailer ventured to send a printed or type-written invitation at the hand of a mail carrier, to a household or business office, suggesting a call at his store, it would have been considered as offensive; an intrusion rather than a reminder leading to a purchase. In these times that is "old stuff." Much of the trade of many retailers, everywhere, is now built up by the printed appeal. Advertising of every sort is now considered as an evidence of enterprise and a direct circular letter, sent out at reasonable intervals, is a real business getter. In the preparation of copy for messages of this kind the subject matter is most effective when limited to one or two special articles the mention of which creates a mental desire to buy.

The goods displayed in a show window are placed there to remind the passer-by of an intended purchase, to lure the hurrying crowd. A well-written, neatly printed circular letter, found in the breakfast table mail is now accepted as a matter of course. When it relates to confectionery, some member of the family is quite sure to have an attack of candy hunger and it's up to "dad" or big brother to deliver the goods later along. Goods not proclaimed are goods not sold.

The Church as a Daily Help

THE people of this nation need, more than ever, the stabilizing influence of the church. That this fact is impressed upon many, especially among the youth of the country, is proven by official figures. Forty-six per cent. of our entire population is identified by membership in one or another of the religious denominations. Within the last six years the churches have gained in membership above 4,000,000. Within that period much has happened tending to sober intelligent people who feel the need of the church as a guide and mentor of their daily lives. Considering church influence as a material advantage to the businessman of today, it is a paying proposition. The man or woman who takes an active part in some of the beneficent undertakings of a local congregation, of whatever sect, can generally be trusted in business matters. The churchman is a good citizen and a patriot, one who is ready always to defend our national integrity. The various congregations of the country support above 233,000 churches. The non-churchgoer can easily find one of these ready to extend a welcome and something of that spiritual strength which helps in all the experiences of our every day lives.

Your Safe Deposit Hoard

TO BEGIN with, have you got anything in your safe-deposit box that you can't afford to lose? If so, where do you keep the key and who, besides yourself, knows where it is? Are you ever so busy that you feel obliged to introduce a book-keeper or a clerk (unbonded) to your banker and give him a duplicate key? What right have you to put temptation in his way?

Last month an "investment banking house," so-called, having safely disposed of a few millions of other people's money, announced "failure." One item of vanished wealth was a trust fund of $200,000, held for an educational institution by an aged man, as trustee. To this, a youth of absolutely no responsibility had access because he was trusted with a key. A "banker" showed him how easy it was to "borrow" those securities, double their value, in a brief time, and put them back. The trouble was that, somehow, in the process of doubling they disappeared. That is a mere incident in the day's work of your "investment house banker." Because there were two keys to a safe-deposit box, or one key in the wrong hands, an old merchant and his family are ruined, a young chap must go to prison and a "banker" may have some trouble in getting started on a new clean-up of safe deposit boxes.

Truth in Advertising

THE ultimate product of good advertising is confidence. Unless business is promoted with this in constant mind money is wasted. Constant patronage, the kind of custom which is the basis of prosperity, can only be won by the truth. If you are making the right quality of goods for the price, the truth is plenty good enough to put into your advertising.

That Back-Number Stationery

NEXT to the appearance, for better or for worse, of a man's clothing he is assayed by those to whom he writes by the quality and typography of his letter heads. If you are not up-to-date have a talk with your printer. Have him show you what other concerns are using in stationery.

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The Business Quiz

Question No. 1—What is known as an "odd lot" of stock?

Question No. 2—What is the process that constitutes the component parts of a sale?

Question No. 3—What is known as the Eighteen Fixed Business Expenses?

Question No. 4—Is resale price determined by Manufacturing Cost or Selling Costs, and why?

Question No. 5—What is it necessary to know about the goods in any line or calling before they can be properly and profitably sold?

Question No. 6—What is known as the Elements of Attraction?

ANSWERS

Answer No. 1—When a trader buys or sells less than 100 shares of stock at one transaction it is called an "odd lot." A 100-share lot is known as a "board lot."

Answer No. 2—The component parts of a sale consist of (a) Definite offer to transfer title; (b) Acceptance of offer; (c) Delivery of the merchandise; (d) Acceptance of goods; (e) Payment of the price.

Answer No. 3—The Eighteen Fixed Expenses in business are (1) Taxes; (2) Insurance; (3) Fuel, Light and Water; (4) Rent; (5) Salaries; (6) Clerk Hire (include self); (7) Advertising; (8) Express, Telephone, Telegraph; (9) Office Supplies; (10) Drayage (paid others); (11) Repairs; (12) Depreciation; (13) Delivery Equipment; (14) Shrinkage; (15) Donations; (16) Bad Debts; (17) Interest on Investment; (18) Loss by Theft.

Answer No. 4—Price is not determined by production costs, but by selling costs. If the production expenses or costs ascend this is added to selling cost, for it is only from the actual sale of goods is it possible to cover increase cost of production.

Answer No. 5—Before goods can be profitably or properly sold you must know, (a) Use of the article or goods offered; (b) What needs it fills; (c) What it is made of and the process; (d) Quality and Price; (e) Its competition.

Answer No. 6—The elements of attraction consist of the theory that 87% of people buy goods by sight, 7% by sound, 3½% by smell, 1½% by taste, and 1% by sense of touch.

Recreation May be Found at Your Desk

J. H. TREGOE, *Sec.-Treas. Nat. Asso. of Credit Men*

I AM frequently asked, "Do you play golf?" My answer invariably is that I am not old enough. This may be regarded as humorous but, after all, it carries a tinge of truth.

What is recreation? Getting out into the air and following the little ball on the green can certainly be a tonic, but even so delightful a game as this can be overdone and prove more disastrous than beneficial. The people of our nation have not been attentive enough to real recreation. We have been slaves to our tasks. We have developed nervous disorders and many do not attain ripe old age as a merit of careful living.

My thought in presenting this little paragraph is to point out not only the need of recreation, but that recreation may be found at one's own desk, that it isn't always confined to getting into the open, spending hours away from the office and giving the impression, as so often is conveyed to the unemployed and the less fortunate, that we are in the idle class.

Recreation can be obtained by ceasing from worry in the doing of one's tasks. Changing the tasks from time to time, getting at some new thing and going at it with all your heart, making the daily tasks a real game with its objectives, with its many players and with the satisfaction of doing the work well. Good reading offers a form of recreation which too many of us neglect. I see at times credit managers who show the effects of keeping at their tasks to the point of breaking down. One cannot do good credit work when the body isn't sound and the vital parts of the body are not functioning properly. One must be able to smile, to whistle and to sing, to look at his daily task as a real game, and to perform it in the spirit of real sportsmanship.

I may be a better preacher than a practicer in presenting these ideas, but without the ability to get into the open frequently I have realized splendid recreation from good reading and putting the element of real sportsmanship into my daily tasks. There is nothing so hard on the human machine as to work under high pressure. There is nothing that encourages pessimism so much as to keep at a task when it losses its good flavor and becomes drudgery. Make every minute of the working day tell, is my admonition. It can be made to tell by the proper recreation and the proper recreation can even be found without going beyond the boundaries of an office.

When a Customer Turns You Down

A RETAIL merchant's best trade is close at hand; all around him. The average purchaser naturally goes to the nearest place where the thing wanted can be had. When he, or she, pass by and seek a more distant store there must be a reason. Sometimes it is merely habit or a friendly acquaintance with the other fellow. Now and then the avoidance is due to a prejudice. Some candy bought, for instance, may have been below expectations, a clerk may have offended. There is only one practical way to get back such a customer—that is to put him (or her) on a mailing list and keep sending persuasive little messages, neatly printed. After a while you are likely to win the game. If you don't, it will be mainly your own fault.

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PROFITS

May Be Temporary and Uncertain But—

EXPENSE

Never Fails

HERMAN W. HOOPS

THE business depression which has been prevalent throughout the country during the past months has not left the confectionery industry unscathed. Complaints of poor business on the part of manufacturers are common. The volume of sales has been materially reduced. The business done has not been of a profitable character. On the contrary, with many of the manufacturers, it has made inroads upon their surplus or capital investments. The trade journals are replete with failures, and it is self-evident that if present conditions, and methods pursued by some of the manufacturers continue, there will be a substantial addition to the list of failures heretofore reported.

The general falling off of candy sales is attributable in large part to the lack of employment among the masses, who in the main are the principal consumers of candy. During the war period, the masses enjoyed extraordinary high wages but, unmindful that the unprecedented prosperity would necessarily be of limited duration, have indulged themselves in extravagant expenditures, with the result that now, finding themselves unemployed, they have no surplus account to draw upon, thus making it necessary for many to confine their expenditures to the bare necessities of life.

Many manufacturers also have failed to give recognition to the fact that the era of prosperity through which they were passing would sooner or later come to an end. Because of a market that could absorb far more of their products than they could manufacture and imbued with the idea that prosperity was here for all time to come, they had increased their plants by the erection of new additions or the installation of additional machinery. The relatively high prices which prevailed during the war period in the confectionery industry, as in all other industries, resulted in showing an unprecedented volume of business when measured from the dollar and cents standpoint. The restoration of the country to a peace basis, however, had wrought a change in conditions. The manufacturers' sales price has been materially reduced. Notwithstanding this fact, many manufacturers, desirous of upholding their volume of output measured from the dollar and cents standpoint, have sought to increase their poundage production. This has resulted in over-production. The erroneous impression that the candy industry is a veritable Mecca for profit-making has brought many newcomers into the field thus further adding to the oversupply. Under the invariable laws of supply and demand, over-production means the lowering of profits.

Experience has demonstrated that whenever prices have been abnormally high and the period of decline sets in, business depression occurs. This is attributable to the fact that the purchasing public, laboring under the impression that the "bottom" as yet has not been reached, become over-cautious and limit their purchases to their immediate necessities. The jobbers of confectionery—the medium through which the great majority of manufacturers market their product—actuated by this same reason, instead of carrying a normal stock on their shelves, limit their purchases to almost their daily requirements.

Many manufacturers, ignoring the real reasons underlying the curtailment in their sales, either wittingly or unwittingly, attribute this result to a stimulated activity on the part of their competitors, resulting in the diverting of sales to such competitors. They freely lend their ear, and, without even an attempt to verify, give full credence to the hearsay reports their various salesmen bring to them. This has resulted in some few manufacturers resorting to pernicious, unfair and unbusinesslike practices. Among these may be mentioned the giving of free goods where the purchase is of a stated amount, the awarding of extra discounts or a larger discount than the customary cash discount, the giving of a longer time to pay bills than the customary prevailing time, the giving of presents to buyers of firms, and the equalizing and the payment of freight, etc., etc. The foregoing are merely illustrative and not intended to be at all comprehensive. These inducements the manufacturer intends the purchaser to hold secret. Not unlike scandal, the secrecy is short lived, for the purchaser, feeling that he has been provided with a weapon which he can effectively use in inducing a competitor to go "one better," passes the information on and often in somewhat exaggerated form. The principal evil in this method of doing business lies in its supposed secrecy. That the manufacturer who indulges in this practice is in the great majority of cases sustaining a loss upon his sales would seem apparent to any right thinking man. If, notwithstanding such allowances, a fair margin of profit is being made, it logically follows that the openly quoted sales price of that manufacturer includes more than what would represent a fair and reasonable profit, and, therefore, the quoted sale price could be reduced and sales made at that figure without a resort to secret allowances or rebates. While a resort to practices of this char-

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acter might for the time being tend to stimulate sales, it inevitably leads to retaliation on the part acter might for the time being tend to stimulate of competitors. The result is that the apparent advantage is but of temporary duration, and not alone they, but their competitors are selling their goods at a less profit than they rightfully should, and oftentimes at a loss. In short, those who indulge in this practice ultimately find themselves the worse off by reason thereof. Unless practices of this character are curbed and the manufacturer allows sane and conservative business methods to govern, either he or the competitors who meet him on the same ground must face financial embarrassment and perhaps ruin. It will be a case of the survival of the fittest, the fittest being the one who by reason of his financial resources is the longer able to weather the storm. No manufacturer can hope to successfully conduct his business where month after month his business shows a loss. The healthy growth of any business is dependent upon its showing a fair return of profit to its owner. The healthy growth of business fosters the prosperity of the nation. Honest and fair business practices tend to stimulate business, while secretive, unfair, and dishonest business practices tend to demoralize.

All manufacturers undoubtedly are desirous of making their business profitable. *So also are all manufacturers desirous of bringing about a restoration of normal business conditions at the earliest day possible. No remedy can be suggested which would prove an overnight panacea.* Experience has demonstrated that business depression periodically recurs and that in time normal business is again restored. *How long the present business depression is to continue is dependent in large part upon those engaged in the industry. They may pursue methods the effect of which will be either to hasten or retard this restoration.* There are certain cardinal principles which, if honestly and conscientiously applied, cannot but help tend to hasten the return of normal business conditions. Of these principles, allusion will be had to but a few.

1. *All manufacturers should not alone be honest with themselves but also with their competitors.* Nothing is nor can be gained in the long run by a resort to underhanded and secretive practices by which it is sought to take business away from a competitor. Don't hold out as an inducement for a purchase the bait of free goods, secret rebates, extra discounts, etc. Play the game in the open and above board. Follow the golden rule "Do unto others as you would have them do unto you." Don't conclude that Mark Twain was serious when in commenting on this rule he said: "People have twisted this rule, and they would have it read 'do unto others as you would have them do unto you, but do them first.'" To do them first might for a time work successfully, but common experience has demonstrated that they who indulge in this practice usually awaken to the realization that in the end they have been "done."

2. *Recognize and accept conditions as they are.* Don't allow yourself to be imbued with the idea that notwithstanding the business depression you must at any sacrifice show the same volume of business, measured from the dollar and cents standpoint as you did during the abnormal period which prevailed during the war. With the reduction in prices, this result can be obtained only by greatly increasing your poundage production. Overproduction, however, is one of the factors which is responsible for the present depression. Produce only such goods as you have reason to believe you can market at a fair margin of profit to yourself.

3. *Don't overlook that the principal function of all business is the making of a fair margin of profit to the owner. Don't guess at your costs.* Others have tried it and have been doomed to failure. The hit-and-miss policy is dangerous. Sometimes you hit, but more often you miss. Don't conclude merely because your competitor can sell a certain article at a stated figure, you can do likewise. His cost, because of a difference in manufacturing conditions, may be lower than yours. Don't conclude merely because you have a smaller plant than your competitor his cost of production is necessarily relatively higher. It may be that his plant is laid out on a more scientific manufacturing basis, in consequence whereof his overhead is reduced to a minimum.

Business has come to recognize the necessity of a proper cost accounting system. Unfortunately, many of the manufacturers engaged in the confectionery industry have not appreciated this fact. Some arrive at their selling price by comparison with the selling prices of other manufacturers, irrespective of whether the conditions of manufacture are similar. Others, while they may have what they consider a cost system, yet their system is incomplete. Recognition is too often not given to many of the expense items which should be included. Others have a general cost system which they apply throughout their plant, giving no recognition to the various departments. If the costs of each department were kept separate, it would be found in many cases that certain departments are being operated at a loss while others are showing more than a fair and reasonable margin of profit. This loss is not reflected in the periodic statement of profit and loss because the loss sustained in the one department is absorbed by the profits made in another. In the long run, nothing is gained by continuing a department which constantly shows a loss. It not alone makes inroads upon your profits but is very apt to spell ruin to another manufacturer whose principal business is the manufacture of that particular class of confectionery. The fact must not be lost sight of that cost accountings are worked out on a fixed normal capacity basis of the plant under normal

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business conditions. Whenever there is a disturbance in normal business conditions, the normal production of your plant is either increased or decreased as the case may be. Variations from normal may be caused by a number of circumstances. The following serve as incidents:

Delays in manufacturing,
Breaking down of machinery,
Repairs,
Accidents to employees,
Running only part time,
Giving of pensions,
Return of goods,
Unjust claims,
Dull business,
Depreciation of machinery.

Whenever these variations occur, it has the effect of increasing costs. The manufacturer must, therefore, ever be alert in detecting causes which tend to affect his fixed normal output and in computing his costs, take the same into consideration and make his adjustments or allowances accordingly.

Profits may be temporary and uncertain but expense never fails.

Be liberal in making up your costs.

The same rules of business which apply to *manufacturers* also apply to *jobbers* and *retailers,* and if followed will bring profits to all.

A satisfied customer is your best advertisement. He buys more himself and recommends your goods favorably to others.

The above is written solely with the object of helping along the business adjustments which everybody is hoping for.

A Mother's Helping Hand

"I WAS fired from my first job," said a successful candy merchant. "I was fourteen years old and I needed that three dollars per week. I lost my job because of another boy's fault. I didn't put up a kick, but took my medicine and said nothing. The other boy was decent enough to tell his mother about it. She had the right idea. She got us together and we had a talk. Result, we agreed to take her advice and play fair. She found a place for both of us in a candy factory and saw to it that we made ourselves worth more than our wages. That was twenty years ago. This is the same shop. Jim and I bought it several years ago. Mother's gone, but this is her best memorial. She surely understood boy nature!"

THE clerk who finds out and tells the manager why his customers came there to buy will help make it possible to bring more trade.

THE man with no enthusiasm for his work is a man who is foredoomed to failure.

Comments of Tokorimo Shan

Hon. Editor
Confectionate Jurnal

I UNNERSTAN that Hon. Har Ding have cause grate disappoint in Europe because he have refuse to send dellergate to Genoa to take part in what are call Economic confrence. "What are main objeck of this here internashnal gatherin?" I ask smart frend what knows evverthing mainly, and he say to me:

"Tokorimo, as you possess only avrage mentality, and perfessers tell us that the avverage nowdays could be classed as more ons, I will have to redoose explanashun to simplest terms. Object of Genoa confrence have same objeck as other sellerbrated party who hail from same place, which is the discovery of Amerrica. Confrence will go on just same but it will be like the play of Omelet with the chief egg left out. Skeem was to pool issues on the money queschion. Evveryboddy to contribbut to the main pot. Lennon would bring his rubles, Germany her marks, Italy her lires, France her Francs and so on, and genners America bring her dollars. It was figgered by gettin enuff Amerrican dollars into the general fund that currency would be stable ized and grate prosperrity would rain in Europe. There ain't any shortage of money in Europe—evveryboddy has bales and bales of it. The only trouble is that it won't buy nothin. If Amerrica could be convince that all this is real money Europe's financial trubble would be at an end and they could keep on indefnitely or longer a printin bank notes and gettin our machinery, cotton, food and evverthing. But when time come that we should buy their producks and we offer them the same money back they would say, 'How foolish in the extreme. Ain't we alreddy got unlimted supply of such. If it is all same to you we'll take our pay in real gold, U. S. treasury notes or Liberty Bonds.' Genoa confrence put me in mind of some fellers what had lot of counterfitt money on hand so seven of em got up a poker game to which they invite rich banker to come and set in, the objeck bein when banker win he get only imitashun money, but when he lose and buy new stack of checks his money are sent by a quick messenger to safe deposit. Genoa poker game will go on with loud noise, but rich banker have been detained home by pleadin of scared wife."

"But," I agitate completely, "Hon. Lord Gorge of england, he are to be present, and are it not a fack that at present time english money are almost at par?"

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"Yes," say frend with amusing originality, "It are true that Lord Gorge will be on the job, but he won't take any counterfitt money. He are libel to come back to London with a first mortgidge on half of Europe. In diplomercy marked cards are lowable, and i bet Lord Gorge has a deck in each pocket."

I have not without much amazement of the consistency of republercan party. It are graterfyin to see that they have not abandon noble princerples what they have follered for menny years. Party were brought to promminence by advercatin the pertection of American industries and again it are proved that Hon. members have not fergot the teechins of Blaine, Mack Kinley and Roservelt. Horble demercrats would allers leave us at the mercy of popperized Europe, but them republercans can be depended on in any crisis to defend with their lives the princerple of pertection to natif resdents of union states.

"What are commandin industry of American contynent today," shout impashuned orator on floor of House.

"Bootleggin," come chorus of constichyants planted in gallery.

"Right," say Hon. Congersman with fever. "One of our commonest and most profertable ockerpations to-day I am inform are rapidly passin into the hands of unpricipled forriners. Wayne B. tells me that ninety per cent of illegal traffic in intoxycatin lickers are now control by men who are not citzens. Shall this here intollerable condishuns be permitted to remain? Shall we be derrelict in our duty and false to the memories of the noble founders of our party? I say 'No, Never.' I wish to interduce a bill which will give ampul pertection to our citizens. I want incorperated into the statchoots a law which will allow our courts to de port any alien found makin, selling or transportin intoxycatin licker."

Bill was passed with loud clamor of apperbashun, the Aunty Saloon League and native born bootleggers leadin in the cheerin. I ask wise frend what he think of ackshun and he say:

"Oh, assininnity, thy name is Congers. With finanshul, agricultural, industrial and transportation problems needin immediate attenshun, this hous of misrepresentatives lets its time be taken up with fool legislation that ain't either effective or nessary. Under present laws if ailien are convicted of deliberately and continnaly breakin our regerlations, he can be deported without any special law declarin any special crime to deserve this penalty. But under such a law that make deportation imperative for this particular offense, what will be effeck? We have got in this country hunderds of thousands of ailiens anxious to go back to their natif land when they get enough money to support them for life. This will make it easy. When they go now they have to pay all expenses and in addishun show receipt for in come tax. With this dam fool law in effeck all a alien with a large family will have to do when he gets ready to go will be to make up a batch of home brew, open a winder and holler to a policeman and ask him if he don't want to buy a bottle of beer. Hon. cop will invest a quarter, wipe off his mustash and hale the feller into court. Indignant judge will give order to deport Horble alien, and Union States will furnish him transpertashion back to his natif land."

Other day in House on Hon. member got up and said his colleegs was a lot of petty grafters and was called a liar by a nother member from a safe distance. Grate disturbance result and it look like a fist fight. Speeker ask member to retrack or amend his remarks and Hon. member refuse. After sevveral ink wells have been throan and offendin member had been choke by sergent at arms he holler nuff and say he will polergize. He get up and dust off his clothes and say, "I have said that you are a lot of petty grafters. I wish now to amend that remark and will ask the stenografter to strike out the word 'petty.'

And evveryboddy shook his hand and was satisfide with polergy.

Well i spose most evverboddy is some sort of grafter.

Hopin you are the same
TOKORIMO SHAN

P. S. I see how Hon Willum Jenny Brine are indignant that any one should say he descended from a monkey. I ast republercan frend what he thought bout it and he said sharpishly, "What I want to know is what the monkey thinks bout it."

A Semi-Centennial of the Typewriter

THE music of the typewriting machine is heard around the world. It reaches, constantly, the ear and understanding of far-away people destined to become buyers and users of whatever we have to sell. Ninety-nine letters, broadcasted through the mail, may be wasted but that one in a hundred that brings results pays for all the rest. The one live principle in building a business is to gain more customers than are lost. Nearly fifty years ago a man named Bain brought a type-writing machine to the Philadelphia Centennial Exhibition. It was a crude affair but, more than anything else there demonstrated, it has spread the gospel of trade. It has made the woman in business a herald of modern traffic; has brought the whole world into touch. If the next great exposition, for which Philadelphia is now preparing, produces one single innovation of equal service to the industry of the future, the undertaking will be well worth what it costs.

DO YOU ever write any letters to your trade journal editor, passing along some good idea you have discovered? Why not do your part to help the trade?

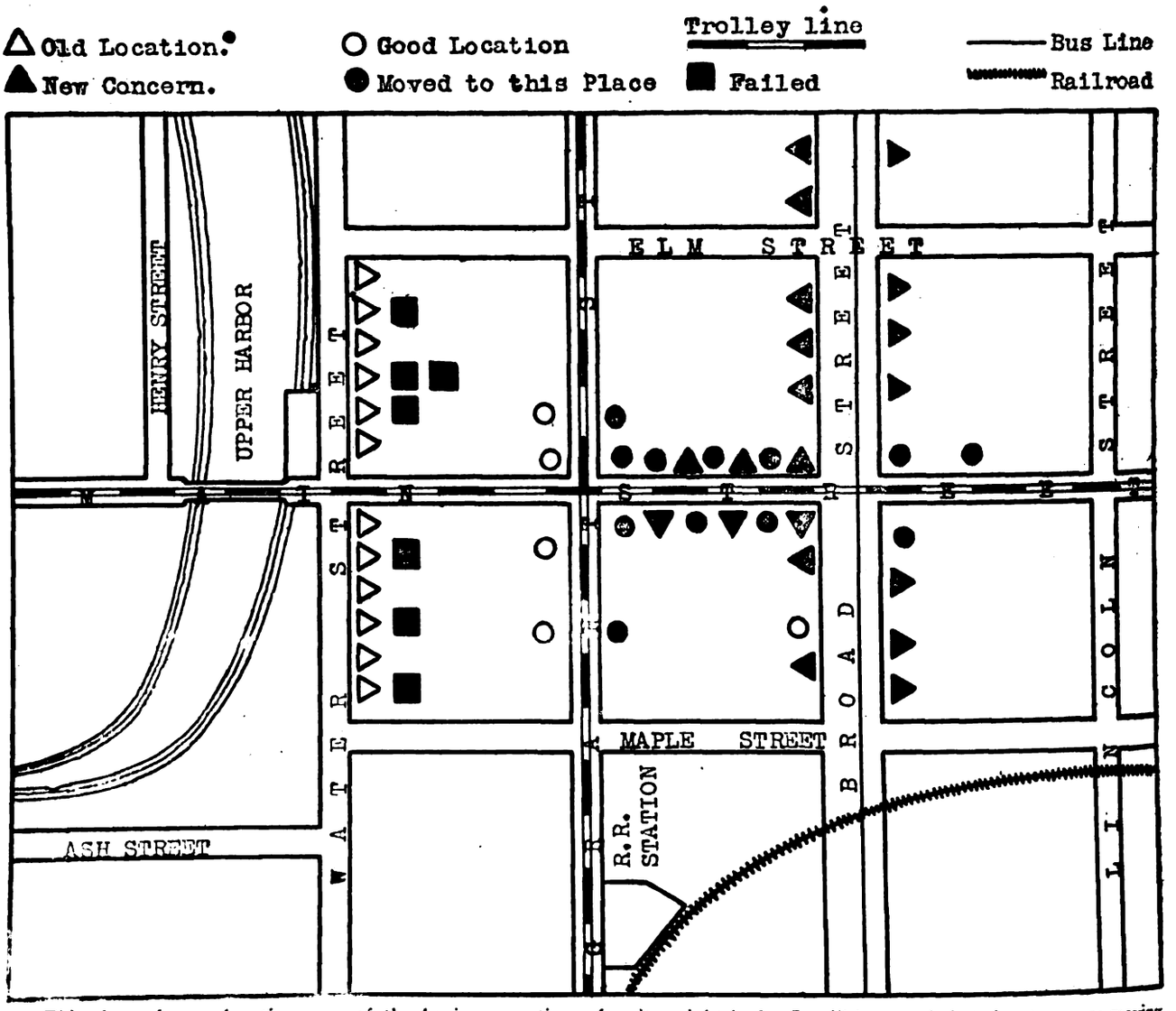
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Illustrated Bookkeeping

STUDYING LOCATIONS

TO THE thorough manner in which the United Cigars Stores has studied locations has been attributed an important factor of their success. If the confectioner is to make the greatest success of his business he, too, must study locations.

The best retail business location is, of course, that spot to which the people come in the largest numbers. As a matter of fact the best locations for either retail stores or manufacturing plants, other things being equal, are those which it is easiest to reach.



This shows how a location map of the business section of a city might look. It will be noted that the stores are moving from Water street and locating closer to the railroad station and the intersection of the trolley lines. There are also a number of new stores being started along the 'bus line. A map like this kept up to date will show at a glance much that the confectioner needs to know about location. One color might well represent his line of business, or a tack of a certain shape might be used for this purpose.

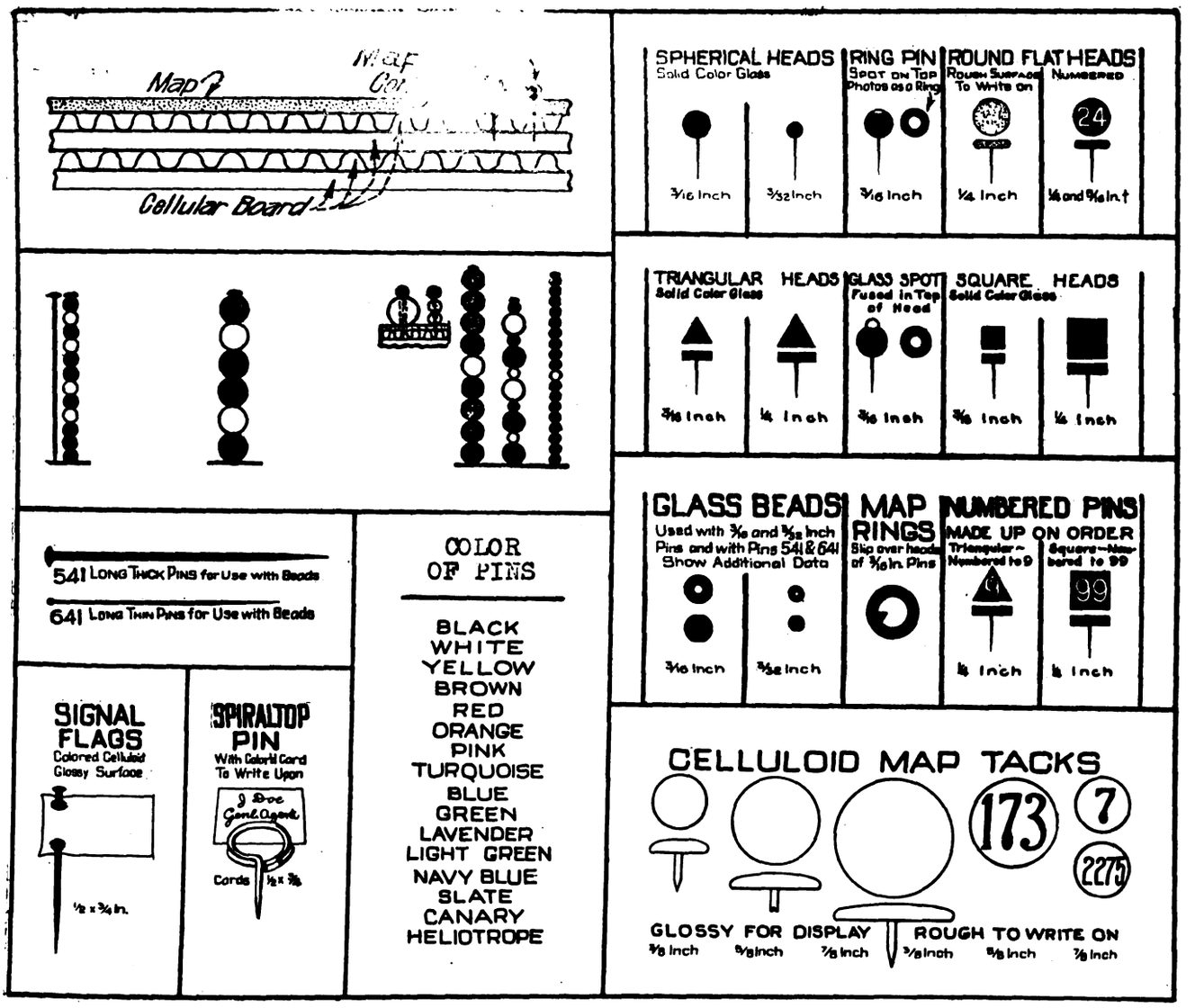
One factor in business locations that perhaps is too likely to be overlooked is the influence that modes of transportation have upon retailing centers. In those days, when most travel was by water and there were no larger interior cities, the best store locations were upon streets near the water. When the railroads were built, and people began traveling more by rail than by boat, then a location near the railroad station became the ideal location. With the advent of the trolley car conditions changed once more. The almost universal use of the automobile is now making locations that were of little value ten or fifteen years ago of such great value that had a man been able to secure a fifty-year lease then his fortune would be made now. The airplane is a factor that must be taken into consideration in reference to future locations. It may be possible now to secure a long lease at a very low rent of some location near a landing field or on the main street from a landing field which in another ten years could not be secured for several times the present rent.

In studying locations, therefore, there are a great many factors to be taken into consideration, and the simplest way to make these studies seems to be by

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means of pictures made to show the changes. The simplest way of making such a picture is to procure a map showing the city and its immediate environs. Just as large a map as possible should be procured, that is as large a one at it is possible to procure, provided this is not too large to mount upon a board and hang on the wall. It is important that as much as possible of the territory from which custom is drawn be shown.

This map should show the location of the railroad stations, the street car lines, those broad and



This shows some of the tacks, pins, beads and other devices that are on the market and can be used in making a map picture. In the upper left corner is shown a cross section of a composition board upon which the map may be mounted. The cork surface makes it easy to insert the pins. This gives some idea of how much information can be pictured on a map.

well-paved streets used most by motorists, motor car parking places, parking restrictions and every other item having a direct bearing on present transportation. Upon this map should also be indicated all spaces that have been set aside for airplane landing fields or which may be set aside for that purpose.

The stores in the shopping district may be indicated by means of pins. For this reason it is necessary to have the map mounted upon map-mounting board and hung on the wall.

A yellow-headed pin may be used to indicate a store that is apparently now in a good location. When a store moves from one location to another a green-headed pin might be inserted in the new location and a red-headed one in the old location. It will be well to use for this purpose pins upon the heads of which the year may be written in ink. A blue pin might indicate a new store just starting in business, and a black pin the failure of a store. A considerable number of black pins in the same location would indicate there was something wrong with that location. The rent may be too high for the location.

Keep a complete record of the changes in the shopping center in picture form in this manner, and within a very few years a glance at the picture will show in exactly what direction the business center

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is tending. Merely keeping track of the stores themselves, however, does not tell the whole story. Much more may be shown on the picture if desired.

The city census figures will give data on the population by wards, and the tax books the valuation of property by wards. It will be well to show this on the picture. Beads and pins make it easy to do this. A gold bead may be assumed to be a certain amount of wealth, and a bead of another color a certain number of people. Then enough gold beads are placed on a pin to represent the valuation of the ward and enough other beads on another pin to represent the population. These pins with the beads are inserted in the map in the center of the ward, and the year indicated by marking it on the head of the pin or by attaching a tag or flag to the pin. The way in which these beads increase in numbers with the years or decrease indicates the direction in which the city is growing, and this data serves as a check on the store record that has already been made.

If there is an active city planning board in the city that has drawn up plans to be carried out in the years to come, it will be well to indicate on the map what these changes are to be. The widening or the straightening of some street may make a great difference with present business locations.

If new subways or elevated lines are contemplated indicate these, because when they are completed they will make a difference in the value of business locations. Watch with great care the motor routes. The opening of a new highway may bring motorists over different streets and into different sections of the city, and this may have a marked bearing upon the value of business locations.

It is transportation facilities that more than anything else determine the direction in which the business section will move. It is for this reason that all transportation facilities must be studied.

The ideal map for making business location studies such as have been indicated is one made up of a large number of pictures taken from an airplane. These pictures are taken looking vertically down, and when they are trimmed and matched together they form a map that tells more than any other kind of map possibly can. They not only show all the buildings and the types of buildings, but the streets, the car lines and trolley cars on the streets, the motor traffic and every detail about the city. If a series of maps are secured that have been made five years apart they show what can hardly be shown in any other way. Not only does a comparison of these maps show in what direction the city is extending, but the class of buildings that are being erected and the kinds of streets that are being laid out.

If the business location picture is started on a map of this nature changes can be shown by cutting sections from more recent maps made to the same scale and pasting these sections in the right spots on the old map. In this way new developments can be shown in picture form.

At the present time the business of making these aerial maps is only in its infancy. It is something that grew out the war. Within a comparatively few years, however, it is more than likely that such maps of any city will be obtainable at any store selling maps.

The practice of making these maps at the present time appears to be to make them under contract with the city government or some organization in the city. A number of cities have already been mapped and soon many others will be. Inquiries made to the city engineer will result in finding out whether or not such maps have been made of your city.

In case these aerial maps are not obtainable, of course, any map will answer the purpose. It may seem at first sight like a great deal of work to make this picture or, as it might be called, moving picture of business locations. After the map has once been obtained, however, and the initial information represented in picture form it requires very little work to keep it up to date. It is only a matter of sticking in a pin, now and then adding a few pins with beads, drawing in proposed street and road changes and the like. Only a little work is required at a time, but after the record has been kept on this map for ten or twenty years it yields invaluable information.

While the map is being used for the purpose of studying locations, it can also be used for practically all the other purposes for which maps are used. It is not a question of providing a map especially for the study of business locations.

A study of the past business history of the city and other data about the city that can be obtained will make it possible not only to show on the map what is now taking place, and what has taken place since the map was first placed in service, but to picture also just what has been happening in the past. In other words, a picture can now be made that represents what has been taking place for the past ten, twenty, thirty, fifty or more years ago. The longer the period represented by the map picture the more accurately can one judge what will take place in the future. In forming one's judgment, however, it is very necessary to give due weight always to changes in methods of transportation.

They Will Do It

FIRE losses, mainly preventable, now figure in the United States to a half billion dollars per annum. The boss, called away suddenly from his desk, leaves a lighted cigar among his papers and is burned out. The customer throws a lighted match into a dark corner and loss follows. The man in the packing room hides his pipe and his boy helper chucks his cigarette when they hear somebody coming. That's what! High insurance rates must be figured into costs. That reduces business. The result is too often disaster and ruin.

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Meet Them Through These Pages



One of the services which Confectioners Journal offers its readers is that of its Help Wanted division of the Business Opportunities Section.

An advertisement carefully describing the requirements of the position to be filled, and outlining the opportunity it offers, will bring to the employer applications from well-qualified men.

The employer can get better men, for he weeds out the applications, retaining only those letters impressing him most favorably. From his interviews with the writers he can determine the man he wants.

Doesn't it stand to reason that an employer can build a more efficient organization where he can take his pick of experienced men?

"Help Wanted" advertisements are moderate in cost, 5c a word regular face and 10c for display type.

If you have never used the Business Opportunities Section of our magazine you have been overlooking an opportunity to obtain a useful service.

Turn to this section in this issue. Isn't there some avenue of service open to you through its different divisions, right now—?

Turn to pages following page 134 for business opportunities advertisements.



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THE STROLLER

GOT ANY LOADED KIDS AMONG YOUR TRADE?

I want to pass along to you boys something a customer of mine give me last week.

I was in his store around noon one day when some of his girls were at their lunch. He was in the store waiting on trade himself and when a little girl come in with a nickel to spend, he took hold of her.

My gosh I never saw anybody so patient since I was born. This little tike was only seven or eight years old, and she didn't know what she wanted and with tons of candy all around her she couldn't make her mind up. So she wandered around with her nickel held tight in her sweaty little paw and asked what this was and that was, and how much you got of it for five cents, and just couldn't decide what the nickel was to go for.

Dy'e know, aint it a comfort to have so blame little coin that you got four places waiting for every dollar that comes through? Take it from me, it saves you a lot of time. You don't ever have to wander around trying to make your mind up what to put it into like this little kid did. You got the holes always ready, believe muh!

Well, to get back to me dinner, everywhere this kid went the boss went with her, answering all her questions and just as nice as pie. In the end she spent her coin and he put what she bought in a bag and come back to me again.

"I certainly got to hand it to you for the nice way you handled that kid," I said. "That's my idea of handling the kid trade and there's a lot in it. A lot of 'em aint got the patience to do it though."

"Neither have I," he said. "If I'd had my way I'd have led that child to the door two minutes after she came in, only I was afraid to."

"*Afraid* to!" I said—"What's the matter with you—think she had a gun in her school bag?"

"Maybe not a gun," he said, "but something that will shoot just as dead."

"Say what's eating you?" I said. "I don't get you at all! What are you talking about?"

"Didn't I ever tell you about that time I had with little Jimmy Gross?" he said.

He hadn't, so he did.

"That darned near put me out of business," he said. "It taught me a lesson I'd never forget.

"Jimmy is a kid about seven years old, or he was then, and his teacher said he must have at least four tape-worms. He was as skinny as an eel but was stuffing himself all the time. The Methodist Church used to give 35c. suppers, but they got so they wouldn't let Jimmy in. They began to make money from the time they barred him out. Well, one day he came in here to give an order and I had to go out back to see about it. I'd left a dish of mints on the counter from waiting on a customer before, and when I got back I saw right away that Jimmy had eat about half the whole dish full. I don't think he could have eat it all. I suppose he put some in his pockets. Anyway, I was so mad I grabbed him by the back of the neck and hustled him out, calling him a darned pig and some other things on the way out. I didn't hurt him a bit.

"He went home and told everybody I'd thrown him out of the store because he'd eaten one mint out of a dish that was put on the counter for people to sample. He told every kid he saw about it, and they all stayed away from my store as if it was quarantined. He told his mother and she closed her account here and by telling all her friends she kept me from getting the next Baptist Church Christmas order. Why, it got so bad one woman said she understood there was four bloody finger-prints an inch deep on Jimmy's neck where I choked him, while I was putting him out. People began to look at me funny in the streets and my business actually showed the effect of it. I was worried, for I didn't know how to stop it. But I talked to some friends of mine and they said best not do anything, and it would die out. It did die out pretty much, but that boy's family have never bought a cent's worth of me since."

"Why in thunder didn't you go to 'em and tell 'em about it?" I asked.

"I did, but they said that even if he'd eaten the whole dish-full, that wasn't any excuse for choking him black in the face, was it? And anyway, why didn't I send the bill to them and pay no attention to Jimmy?"

"Something in that," I said.

"Yes, and I'd have had a peach of a chance getting it out of them!" he came back. "I have enough work getting them to pay their regular bills."

"But believe me, young man," he said, "for me every kid that comes in here since is loaded with dynamite. If they take two hours to make up their minds and then go out without spending a cent, I'll step around with them to the end with the smile that won't come off, and kiss 'em good-bye when they

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go. If they cough all over the goods, fine! No matter what they do, I'm 'too proud to fight' and I'll let them get away with it."

Say, that was some experience, wasn't it? What d'y'e know about it, anyway? Kids is loaded, no doubt about it. They can kick up more fusses to the square inch than anything else in the world among grown people. Ain't it true? And as for treating one of 'em rotten in a store, oh, my gosh! *Anything* can come out of that.

The Retail Confectioner

G. H. Roberts

SOMETHING new two or three times a week, especially on Friday and Saturday, is what the public are looking for. Sometimes a very old-fashioned piece makes a big seller, particularly if it is converted into a new and up-to-date piece of goods, which often can be done very easily.

For an illustration, below is a formula which has been tried out with great success, although it is a very old-fashioned piece, but with a few new frills added to it:

Batch No. 1.—Place 5 pounds of white sugar, 2 pounds of corn syrup and 1 quart of water into a pan. Wash down the sides of the pan and boil to 240 F. Take off fire and pour on a clean slab, wet down lightly with water. Let stand 10 minutes, then cream up into a fondant. Place this in a pan and stand aside until the No. 2 Batch is ready.

Batch No. 2.—Place 5 pounds of white sugar, 1 pound of corn syrup and 1 quart of water into a pan. Wash down the sides of the pan and boil to 229 F. Then take off the fire and add Batch No. 1 to this and stir until thoroughly dissolved. When dissolved, add 2½ pounds of shredded cocoanut. More or less cocoanut can be used if desired. Spoon out on waxed paper in patty shape to run 12 to the pound. These are ready sellers at 40 cents a dozen and can be made in vanilla, strawberry and chocolate, by adding strawberry for the strawberry batch, and if you want a chocolate batch, melt ½ pound of chocolate liquor and add to batch immediately after taking off fire.

Chocolate Covered Patties.—You may also make a white batch of 16 to the pound. After they have cooled have a pan of chocolate liquor melted, but not hot, and dip them in it. This makes a very delicious and dainty piece of goods.

Pecan Fudge.—Another good seller. Place 6 pounds of white sugar, 2 pounds of brown sugar and 2 quarts of evaporated milk into the pan. Stir continuously and boil to 238 F. Take off the fire and add 1 tablespoonful of salt, 1½ pounds of pecan nuts chopped, and 4 pounds of fondant. Stir until it becomes grainy. Bar up space on wood table; cover table with wax paper and pour in space. When cold, cut up in squares.

Fondant.—Place 8 pounds of white sugar and 3 pounds of corn syrup into pan. Wash down sides of pan and boil to 243 F. Have marble [illegible] and sprinkle with water. Then pour batch. After you have poured batch, sprinkle water again on top. Let stand 15 minutes, then work up into fondant.

Walnut Dainties.—Five pounds of white sugar, 1 pound of corn syrup and 1 quart of evaporated milk. Cook to 230 F. Add 5 pounds of cream fondant. Stir until dissolved. Add 2 pounds of walnuts and spoon out into small stacks about the size of a quarter on heavy oiled paper.

Wrapped Caramels.—Five pounds of white sugar, 5 pounds of corn syrup, ½ pound of hard fat, 1½ quarts of light cream, 1½ quarts of evaporated milk. Cook for 10 minutes. Then add very slowly 1 quart of evaporated milk. Cook to ball, or about 246 F. The cooking depends entirely upon the weather. In hot weather these goods must be cooked as high as 255 F. Pour on clean, well-greased slab. To make *Chocolate Caramels* add to the above 1 pound of chocolate liquor melted when batch is cooked.

Marshmallows.—Place in a small pan to soak ½ pound of high-grade gelatine. Place in another pan to soak ½ pound of gum arabic. Now put in your cooking pan 6 pounds of white sugar and 4 pounds of corn syrup and ½ gallon of water. Wash down the sides of the pan. Cook to 241 F. Pour this batch in your beater with the gelatine and beat for 10 minutes. Add the gum arabic after it is thoroughly dissolved, and beat for ½ hour. This makes marshmallows that can be dropped in starch and covered with chocolate, or by making a 50-50 mixture of starch and confectioners' sugar they can be rolled in this and packed in boxes. If you do not happen to have a marshmallow beater, you can use a common ice cream freezer by filling the freezer tub half full of water. You can get excellent results this way.

Peanut Bars.—2½ pounds of sugar and 2½ pounds of corn syrup. Add 3½ pounds of peanuts. Cook to 320 F. Build up marble into small square. Pour in square and before it gets too cold cut into five- or ten-cent bars.

Brazil Bars.—Three pounds of sugar, 2½ pounds of corn syrup. Cook to 310 F., then add 2½ pounds of Brazil nuts. Pour on marble after setting up into squares. Great care must be taken not to handle too much, for it is liable to grain.

Old-Fashioned Molasses Candy.—For five- or ten-cent bars. Five pounds of white sugar, 5 pounds of corn syrup and 6 quarts of New Orleans molasses and 2 quarts of water. The molasses must be added very slowly after the batch begins to boil. Then wash down the sides of your pan very carefully. Throw into the kettle ½ pound of hard fat. Boil to 258 F. Then add 3 tablespoonfuls of salt and 2 pounds of good butter. Pour out on a clean, greased marble and when cool enough to handle pull on a hook. After pulled well, lay on slab and mark with a sharp knife. When thoroughly cool you can break these pieces off on the mark to sell for five and [illegible] cents apiece.

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The Chemist and the Confectioner

THE following address on the value of chemical, bacteriological and microscopical analysis in the confectionery industry was delivered before the Midland Club at its January meeting by F. M. Dupont, of the Industrial Chemical Institute, Milwaukee. Mr. Dupont said:

"This discussion can be divided into three distinct classes, namely:

"The analysis of raw materials before and after buying, the analysis during manufacture, to ascertain the progress in the manufacture and to correct failures and third to standardize the sales product.

"All the more important members of the confectionery trade, should be conversant with not only all the details of the practical side of their own particular branch of the trade, but ought to possess a general knowledge of the raw materials from which their goods are prepared. Chemistry is that branch of physical science which has for its chief object the study of the composition of matter and the forces which act upon it and change its form from one into another compound.

"The confectioner's raw materials can be classified as:

"Aerating, coloring, enriching, flavoring, moistening, shortening, sweetening and special agents.

"The chief aerating and lightening materials are yeast, those chemical compounds known as chemicals or powders or baking powder, and well beaten whites of eggs or egg albumin solution containing numerous globules of entangled air.

"The coloring matters include vegetable, animal, mineral and a few coal-tar dyes.

"The most important enriching agent is eggs, or more especially the yolks.

"The flavoring substances include alcholic and non-alcoholic beverages and essences, essential oils, spices, fruits and fruit preparations, chocolate, almonds, salt, etc.

"The moistening agents include water, milk and eggs.

"The shortening bodies in general use are fats such as butter, lard, margarines, oils neutral and vegetable fats and the phosphorized fat in yolks.

"The sweetening materials include the sugars of different kinds, chiefly sucroses, glucoses, invert sugars and even glycerine, which also attracts moisture besides.

"Under the special agents may be mentioned the different kinds of flours and starches, dextrines and gums, which gives body and is the base or starting point for many of the goods.

"You are all familiar with these materials and know, of course, their use in your trade.

"Through the cunning of the manufacturer with the help of chemists all these materials have been adulterated and where this was not possible on account of the watchful eye of the U. S. Government, compounds have been invented which are supposed to fulfill the requirements of the confectioner. Many of these compounds thank their existence only to a new idea of making money. They do not have to be detrimental but are just an example of how to make 500 to 1,000 per cent. profit.

"How have you guarded yourselves against this multitude of possibilities of getting cheated. Many of you have, no doubt, taken steps in the right direction. The only man who can help you is the chemist. He is the man who can pry into the secrets of these complex merchandises and help you to find the suitable raw materials and see that you actually get what you are paying for. Chemical control is needed in the purchase all along the line and it takes experience as well as study to maintain it. This would seem from what I have said before self-evident and unnecessary to say, nevertheless, I can point out utterly absurd losses in great organizations that are otherwise well managed, all for the lack of this needed and specialized form of control. Guaranties that are placed upon guesses are expensive.

"We now step to the second class of investigations, namely, to these during manufacture. The principal constituent can rightfully be called the sugar. The sugar analysis, which a generation ago was limited to the determination of density, special rotation and reducing power has greatly expanded in the last 25 years. The great susceptibility of sugars to chemical changes have been studied and must be well kept in mind by the analyst.

"The simple process of heating may change a sugar solution in a fundamental way. You are using in your industry not one but a large number of different kinds of sugars and combinations thereof and probably could use more if you knew how to handle them. Such advice can only come from a chemist familiar with this subject. If I just would want to give you a superficial idea of sugars I would have to read you volumes. I just want to mention a few points. The sugars are related to each other and it is but a small step from one to another. This can be accomplished by physical means or by chemicals. The final product is then entirely different from the one you started out with. When you come to consider the many different articles you are using in the manufacture of certain goods, it is not surprising what revolutionary action they can have on your batch. Outside of sugars you are using gums, pectins, glucosides, egg products, starch products of such a complicated nature that they even give the chemist much to think about. On account of them every manufacturer has his troubles. The man who thinks he has none has

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basked himself to sleep and has taken these discrepancies and troubles for routine troubles, which just happen and cannot be avoided.

"Of this man I ask this question: Have you submitted your trouble to an industrial and research chemist for investigation and study? His answer might even be: 'Yes, I sent a sample to a chemist and asked him to give me a complete analysis. I wanted to find out what was wrong. I got his report, but I could not understand it. So I sent another sample to another man and this man reported something entirely different. Now one of them was wrong, but I do not know which one. At any rate they could not help me.'

"This is an illustration of how it is done sometimes. The fault lies on both sides. The manufacturer should have taken the chemist into his confidence, just like he would his lawyer, given him all the details and let the chemist decide the rest. If he has not sufficient confidence in the chemist and does not give him any of his so-called secrets he cannot expect any results because some of the factors he has hidden might just be the one which contributed to the trouble. The chemist on the other hand should not have let the analysis go from his hand without further information. Both chemists may have turned out a correct analysis, but given it a different interpretation.

"The results of an analysis can be expressed in many different ways:

"In my experience I have often been asked whether I am a practical expert in this or that line. I always deny this and claim that this is not absolutely necessary. The chemist must be absolutely conversant with that part of chemistry which enters into the particular field of research and then use his knowledge, experience and common sense and logically build up the case and arrive by systematic elimination and by analysis to the desired conclusion.

"This reminds me how one day I was called by a large manufacturer of crackers who had a peculiar trouble. The crackers would bend up on the edges as soon as they were put in the oven and thereby become concave in form. This certainly was rather troublesome to him as he could not get the required number in the box. I went with him over the whole case. I want to mention right here that I have never been in a place where they made crackers before. I followed his process, took samples in my own way, with the result that the crackers were straight in 36 hours. The man who made these crackers has had many years of experience, but he only saw what was going on on the outside and was not conversant with the chemical and bacteriological changes the dough undergoes during the whole process.

"This is only one case. I could cite you hundreds of them to prove to you that an efficient chemist not only can, but actually is of great help.

"The idea I want to express in this talk is, the confectioner should go with his trouble to a competent chemist and treat him like he would his physician or lawyer. There has to be absolute collaboration to obtain success. It is not necessary to have batches spoiled regularly, there must be a reason. You all know how atmospheric conditions affect confectionery and that you have to make changes from day to day on account of the barometric pressure. It is, therefore, not hard to understand that apparently minor details in manufacture and small impurities can have great consequences. I do not feel at liberty to discuss any specific cases of your industry because our clients expect us to keep their business secret.

"The work of the chemist is not only analytic and corrective, but also constructive. The chemist can work out new ideas far quicker than the man with only practical experience. It is my firm belief that thus far science has only scratched the surface of industry. The great rewards await those who have the faith and courage to plow deep. The confectionery industry in 20 years from now will not stay behind alone.

"This is not the only way the chemist may render his services to his clients. I have spoken to you about controlling the purchases by chemical examination and of controlling the manufacture and of doing research work, and now I want to say a few words about the finished product.

"The U. S. Government has made it their task to clearly define, what may be considered pure food and has established the numerous laws well known to everybody. These laws do not define the grades of your confections as long as ingredients used therein are fit for consumption. Years ago there was a considerable talk about glucose in the use in foods, the analyst alleging commercial glucose as an adulterant is frequently asked in court as to its healthfulness, so that the following conclusion of a committee appointed some years ago by the national academy of sciences to ascertain among other things whether there is any danger attending the use of this product in food are to the point: First, that the manufacture of sugar from starch is a long established industry; scientifically valuable and commercially important; second, that the process which it employs at the present time are unobjectionable in their character and leave the product uncontaminated; third, that the starch sugar thus made and sent into commerce is of exceptional purity and uniformity of composition and contains no injurious substances, and fourth, that though having only about two-thirds sweetening power of cane sugar is in no way inferior in healthfulness, there being no evidence before the committee that maize starch sugar either in its normal condition or fermented has any deleterious effect upon the system even when taken in large quantities.

"From this you see that all investigations have

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only been carried out from a standpoint of health. The question arises now not whether confections answer the requirements of the pure food laws, but whether a standard would not be advisable to see whether they are made from simple natural products or made, if I may use the term, synthetically with the aid of chemicals and cheaper products.

"If such classification is feasible or not rests with you. I hope I have made myself clear that the confectionery industry should more strongly consider the benefits of the chemist, than it has done in the past."

Cut from Your Sunday Paper

THE demand for soda-counter beverages and sundaes has built up a great manufacturing industry devoted to the production of flavoring sirups and other indispensable requisites.

One big factory in this country buys $700,000 worth of strawberries a year. It uses more than 7,000,000 pounds of sugar in a twelvemonth. One of its new machines peels 115 oranges a minute, or 250 boxes a day.

This concern imports its vanilla beans direct from Mexico, in sixty-pound cans. They are chopped into small pieces in a tank by an arrangement of knives; ground to powder, made into a "mash" with alcohol, put up in barrels and held six months. Then the fluid part, which is the "extract" (the alcohol having absorbed the flavor), is pressed out of it and bottled.

Lemon extract is made in the same way, and likewise extract of orange. Both are derived not from the pulp of the fruit, but from the peel, which is cut into little shreds to break up the tiny vessels that contain the flavoring essential oil.

Chocolate sirup is made in 400-gallon batches in a huge kettle, each batch requiring four barrels of powdered chocolate. Three batches are a day's output. Doesn't it make your mouth water?

Pecan meats arrive at the factory in barrels, and walnut meats in fifty-five-pound boxes. They are carefully picked over by girls, imperfect halves being rejected. The selected meats are chopped in a machine by many-blade knives into pieces a quarter of an inch square, and then are packed in large glass jars of peculiar construction, each one having an arrangement by which it can be exhausted of air. When thus exhausted, a valve is opened to admit sirup, which fills all the interstices between the nut meats. By this means a perfect mixture is obtained.

Pineapple pulp comes from Hawaii and Porto Rico in gallon tins. The cherries that are to become "maraschino" are mostly imported from Italy. As received, they are bleached to whiteness and flavorless. After being stemmed and pitted in ingenious machines, they are poured into kettles and treated with a sugar-laden red sirup to give them the desired sweetness, flavor and color. Some of them are colored green. Put up in glass jars, they are beautiful to see.

Legal Points for the Retail Merchant

LESLIE CHILDS

RIGHT OF MERCHANT TO CANCEL ORDER FOR GOODS

THE question of when, or under what circumstances, an order for merchandise may be legally countermanded is one of considerable interest to every retail merchant regardless of his line. This is true for the reason that circumstances may arise, after the giving of an order, that would make its withdrawal of advantage to the merchant. This then raises the question of his legal right to countermand, and the further question of when such a right, if he has it, must be exercised.

In the first place, generally speaking, an order for goods is a mere offer until it has been accepted by the one to whom it is directed. It must then be accepted before it becomes an enforceable contract. It follows, that the right of the merchant giving the order to cancel will depend upon whether or not the order has been accepted; if it has been accepted the right to cancel is lost. On the other hand, the merchant giving the order will usually have a right to cancel, or countermand, until it has been accepted.

This then brings us to a consideration of the question of what amounts to the acceptance of an order that will bind the merchant. In other words, when will an order be deemed in law to constitute an enforceable contract, that will preclude a cancelation without the consent of both parties to it. And as the answer to this may turn on the authority of the one taking the order it may perhaps be best illustrated as follows:

If the retail merchant deals with the wholesale merchant, or other seller, direct the taking of the order by the latter will usually complete the contract. This assuming that the seller accepts the order without any reservation, such as referring it to another for approval, or holding it up until the credit standing of the one giving the order may be enquired into. Of if the order is given to a traveling salesman, or other agent, of the seller who has the power to accept orders the contract will usually be complete upon the giving of the order and the one giving the order will not have any right to countermand or cancel.

If, on the other hand, as is perhaps the case in the majority of transactions of this kind, the merchant gives the order to a traveling salesman, subject to the approval of the latter's firm, there will be no enforceable contract until the order has been accepted by the firm. It follows, that the merchant giving the order will then be within his legal rights in canceling any time before it has been accepted.

And it has been held that the fact that the order

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contained a clause that recited that it was not subject to countermand did not deprive the merchant of his right to countermand, if he exercised it before the order had been accepted. This, of course, assuming that the order was given subject to approval. This point may be illustrated by the following:

A traveling salesman called upon a retail merchant and the latter signed an order for a bill of goods. The order recited on its face that it was "not subject to countermand." It also stated that it was taken subject to the approval of the salesman's firm, which was in a distant city. All right.

After giving the order the merchant, for some reason which does not appear in the report, decided that he did not want the goods ordered, and the following day after giving the order he wrote to the firm countermanding the order. The firm, it appears, received this letter before it had accepted the order, which was forwarded in by its salesman, but it declined to accept the countermand and shipped the goods.

The merchant declined to receive the goods for the reason that he had countermanded the order. The dispute led to a lawsuit in which the seller attempted to enforce payment for the goods against the retail merchant. The court, however, held that the retail merchant was within his rights in countermanding the order before it had been accepted. It was pointed out that the order was taken subject to the approval of the salesman's firm, and that until it had been approved the retail merchant could not have forced the other to supply the goods. Therefore the court reasoned it would be unjust to deprive the retail merchant of the right to cancel before the order had been accepted.

In other words, the court held the contract to be unilateral, or one-sided, until the order had been approved, or accepted, hence it was not enforceable before its acceptance. The rule governing situations of this kind may be illustrated by the following quotation from the language of a decision rendered in a similar case:

"The written order given by the defendant [the buyer] to the agent, and forwarded to the plaintiff [the seller], was countermanded before acceptance by the plaintiff, and before the plaintiff had taken any steps whatever toward filling the order. The defendant had a right during that time to countermand it. The order was one which the plaintiff could accept or not, as it pleased. This right was expressly reserved in the order, and until acceptance the contract was unilateral. Up to the time of acceptance, or up to the time the plaintiff had signified its intention to accept, it was not bound by the order; and during this time the defendant had the right to countermand."

Of course, no businesslike retail merchant would give an order with the idea of countermanding it the next day, or hour; he would simply be wasting both his and the salesman's time by so doing. Neither would such a merchant needlessly or capriciously countermand an order once given. But in the event he discovered good reasons for countermanding the order—reasons that would in the light of the after-discovered facts justify such a course—he will, as a general rule, be within his legal rights in so countermanding, providing he does so before the order has been accepted.

Show Yourself at the May Conventions

AS briefly mentioned, in our last issue, the annual conventions of four of the trade's organizations will take place during the week of May 22nd, at Chicago. These several organizations will hold their own sessions for the consideration of the problems peculiar to their interests. There are pressing reasons why the members of these associations, wherever located, should attend the meetings and so, by their presence and participation, uphold their officers and committees in whatever may be planned to improve the business outlook and surmount the difficulties which now annoy the confectionery industry. Make it a matter of duty and self-interest to go to Chicago and, by your influence and appearance there, do your part to help along in the direction of that return of solid, healthy stability the industry should always have if you are to prosper and be happy.

Mother's Day—Get a Wiggle On!

HAVE you planned any appropriate recognition of "Mother's Day"? This event, coming this year upon Sunday, May 14th, is an annual fixture and one of increasing importance. To take advantage of the opportunity it offers is to help along the already wide observance of the day by special window displays and a varied offering of the kinds of candy mother loves. If you have not already prepared for this event you still have time, upon reading this, to arrange something effective and to let your patrons know that you are ready to help them in the observance of a beautiful custom that appeals to the finest sentiments of the human heart. The outlay of a few dollars, upon your part, in this matter, will be like bread cast upon the waters. They will come back to you in many fold from a public quick to recognize a spirit of enterprise which is the very cornerstone of business success.

THE first profit to be made on goods is made in buying them. Are you buying in such a way as to get that profit?

IT IS not the biggest show window that attracts the most attention or sells the most goods. Small windows are often jewels of display.

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Does the Retailer Know He Knows?

MANTHEI HOWE

EVERYBODY USES THESE

THE customers who come to the store may be bank clerks, bank presidents, errand boys, business women, Irish, Swedes, Finns or Americans. These classifications mark really minor differences, but they all, normally, have certain things in common.

They ALL depend on the sense of sight, hearing, smell, taste and touch, to get their ideas. It is the way we all have to proceed to get acquainted with anything new.

Blindfold a short fat Finn. Then blindfold a tall, thin Yankee. Take them both off in an automobile and after a ride of a few hours lift them out of the car, take them into a house and stand them up in the middle of the room.

What do they do? Does the short fat Finn act differently than the tall thin Yankee? Not much he doesn't.

Both men are likely to stretch out their hands to try to tell something about their surroundings by feeling (sense of touch). They sniff attempting to note a difference in the air, a faint odor that might help them to identify the locality of the house (sense of smell). They strain their ears to listen acutely, to find out if they can distinguish any familiar sounds (sense of hearing). If you suddenly were to drop them into a tub of liquid, they would probably smack their lips to find out what it was: oil, water or molasses (sense of taste). Take off the blindfold and they can SEE where they are (sense of sight).

Everybody has to proceed along the same lines when they are suddenly thrust into a new situation. And these senses of sight, hearing, taste, smell and touch are common to all of us. We ought to keep this fact in mind because it plays an important part in the art of conducting a successful retail business.

Now all these senses hook up with what the high-brows call our instincts. You can define instinct, if you please (not as the high-brows do), as that *strong urge* within all of us which moves us to act a certain way.

There is first, and it is as old as Adam, the instinct to look out for our own neck (self-preservation).

There is, second, the urge to leave copies of ourselves on the earth after we are dead and gone (propagation).

These are the two big URGES and under them come the lesser instincts of possession, for companionship and friends, of self-adornment and curiosity.

Do you begin to see where the confectioner comes in on all this? Well, take the urge to save our neck. To continue to keep our neck on our shoulders, and our head balanced on top of that, we have to see that the body gets enough to eat and drink.

Hunger and thirst are things we know by first-hand experience. It backs every other urge right off the board.

Here taste, sight, smell enter into the question.

The confectioner and fountain man sells not furniture or clothes, which we could get along without in a pinch, but he does sell food and drink. He sells merchandise that appeals to and fills the oldest needs of mankind—hunger and thirst.

Now to whet the appetite of the customer appeal to his eyes and imagination by a skillful window display. Brilliant mounds of oranges, apples and grapes, the biggest and most choice of the kind halt the attention. A box of exceptionally fine strawberries "makes the mouth water." A window display that appetizingly tempts our hunger by attracting our attention to food has made half the sale. It tacks down the passer-by's interest and coaxes him into the store.

There we can appeal to his sense of smell which is closely hitched up to appetite. A disagreeable smell will dull even a keen hunger.

That is one reason soda fountain odors if they cannot be appetizing, should be noticeable by their absence. An odor of sour cream, stale banana peels, burnt peanuts and scorched food calls up disagreeable comments in our mind. Literally, "our nose knows" and passes the verdict: NO Good.

So once in awhile leave the store, walk around the block, come back and use the same tester possessed by all your customers—a nose. Does the store smell fresh and clean? Does it smell good? Are the noticeable odors likely to make one hungry?

Coffee with a delightful aroma, baked beans and freshly baked brown bread, mint, lemon, these are odors that are pleasant to the majority of people. They make us hungry and so are good perfumes to float about the store. They tickle the nose that carries the good news to the palate.

Seeing a bowl of fruit syrup, a counter keg of ginger ale carries a message through the eyes. We are reminded that we are thirsty. *For that reason fountain containers that leave appetizing contents in plain sight are usually a good bid.* Customers who see a bowl of hulled strawberries will often order them when they would not think of doing so if the strawberries had been kept out of sight.

So if we are to harness the instincts of thirst and hunger and make them bring profits to the soda fountain, we must display palatable concoctions where the customer can see and smell them. Or

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where we can in some way recall the idea of taste to him in a vivid fashion.

His sense of taste is the court of last resort. A too sweet soda, one not sweet enough, a salad that lacks a piquant flavor, coffee that is bitter from boiling, tea that is lukewarm, drinks not properly iced, the customer's sense of taste says, "turn down your thumbs." His palate dislikes the flavor.

More than one customer has failed to come back to the fountain because his "taste" verdict did not check up with his "sight" verdict. The appeal to his eyes and nose was all right, but when he tasted the dish it did not come up to expectations.

Because the instinct of curiosity is keen in most of us anything novel has a decided appeal. So the successful confectioner attempts to vary his store arrangement, the interior decorations, or his serving of fountain specials. He aims to tie up the idea of the fountain and his store with some novel feature that will fix the place in the customer's mind. Novelty and change are sure bids for public favor.

It is the exceptional person who always yearns to flock by himself. He is usually a genius or a freak. About ninety-nine and a half per cent. of us are just the ordinary decent American. We like our fellowman and women. We feel the old instinct or urge for companionship and friends.

That urge is responsible for the fact that some confectioners' stores, especially in the smaller towns, are regular neighborhood clubs. It is a good thing to keep this in mind in attempting to run a fountain. It does not require much effort for the fountain man to nod and greet a customer by name. And it makes the customer feel that this is his store, that he is really welcome not only as a customer, but as a friend. It tickles his vanity. It makes use of his instinct for friendship.

Some salesmen will remark: "I just can't remember names. I recall faces readily enough, but names get my goat."

The memory for names like other mind habits, strengthens by practice. A real effort to concentrate on this one thing is bound to make an improvement. When a new customer enters the store make sure to get his name at once. Then use it whenever possible and address him directly. As a suggestion, and you will undoubtedly think of better ones: "Are you going to try our new cherry drink, Mr. Brown? Fine weather we're having. By the way, Mr. Brown, who do you think is going to win the mayoralty campaign?"

It is possible to get the name in, in an inoffensive manner half a dozen times in a conversation, and every time you use the name and look and think of Mr. Brown you are cutting that name deeper and deeper into the memory.

I have a friend who remembers names best if he sees them in writing. So he makes it a practice to use every name repeatedly and to write it out once or twice. As a consequence he has a reputation for having a large circle of acquaintances that he can "call by name." It is a valuable business asset. It puts people in a pleasant companionable mood. It develops in them the habit of coming to the store because it is made such a pleasant friendly place for them.

And here again we are hitching up with a not-to-be-overlooked instinct—that of imitation.

Consciously or without knowing it, everybody imitates something or somebody else. A few people coming to the store regularly are soon followed by others who "imitate," who follow the crowd. If it becomes "the thing" to buy at Twarmley's the people tend to go there even though the fountain down the street serves as good sodas.

It is business acumen to bear in mind this common instinctive tendency to follow the crowd, and to see that you take pains to get the crowd started in your direction.

Then that instinct to found a family, the parental instinct is the one to which we appeal when we make the store a pleasant place for the children to shop. If we show the mothers and fathers that the children are welcome in the store (even if they are more trouble) we are building a "family" foundation for our store. A place where the whole family can go and have a good time is a bet not to be overlooked.

As long as people are cut on the same old human pattern, just so long we'll have to pay some attention to the job of harnessing the human instincts and making them bring business to the soda fountain.

Sensations, instincts, such words once upon a time may have been looked upon as high-brow fads. Today, though, they have become incorporated in the every-day working vocabulary of the successful business man. They form the basis of "how to sell to the public."

Obituary

WALLACE T. Jones, president of Rockwood & Co., chocolate manufacturers, Brooklyn, N. Y., died on the golf links April 2nd of heart disease in his seventy-second year. His connection with the chocolate manufacturing business dates from the early eighties when he became an employee of the chocolate manufacturing concern of Henry McCobb, located at 311-315 E. 22nd street, New York. In November, 1886, the deceased in co-partnership with the late William Rockwood embarked in business under the name of Rockwood & Co., at 468-470 Cherry street, New York. Later the business was incorporated and a new plant was established at Washington and Park avenues, Brooklyn.

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Increasing Show Window Profits

MONEY-MAKING BACKGROUNDS

THERE are still some confectionery stores with show windows that are not closed in with permanent backgrounds. In summer it is impossible to keep the flies out of these windows, and sometimes it is necessary to cover the display of candy with cloth screening in order to protect it.

In the old days before people had learned to fear flies as they do now, aside from the fact that such a window was not especially attractive, it did no positive harm. Today most people realize that the fly is one of the greatest enemies of civilization. A window in which there are flies, especially if candy is displayed in it, in open display trays so the flies have free access to the candy that people are supposed to buy and to eat, not only is repulsive to the average person but actually makes him fear to buy or to eat the candy sold in that store.

That person pictures in his mind all the filth over which those flies have walked. He thinks of all the germs that have been collected and that candy becomes literally poisoned candy as far as he is concerned.

For such reasons as these no confectioner who ever displays in his windows the candy itself can afford to use windows that are not absolutely fly tight. If he displays nothing but box goods, of course, the fly nuisance it not so serious, yet a few dead flies on the floor of the window will detract very much from the display and drive away much more in candy profits than it would cost to take steps to make flies either dead or alive in the window entirely out of the question.

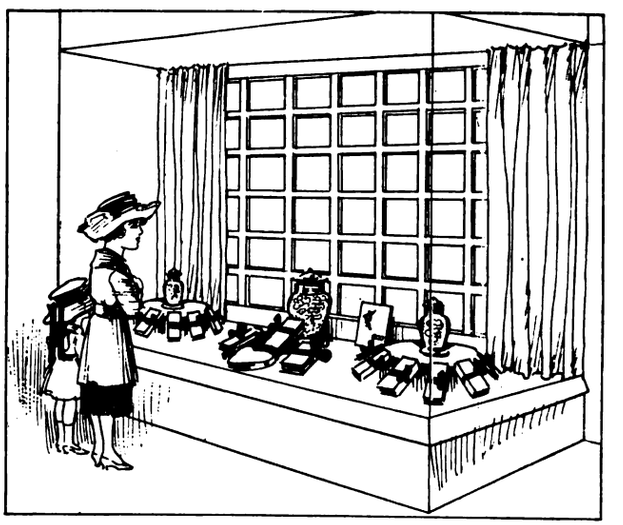
An objection often made to a boxed-in window is that it excludes too much light from the store. This objection is easily overcome by making the background in the form of a window sash with small panes. As a matter of fact there is very much to be said in favor of such a background for a confectionery store.

If the glass panes are kept perfectly clean, such a background is neat and attractive. It also lends itself readily to decorations in the form of dainty curtains that go well with confectionery displays. When considering backgrounds for the confectionery window it is well to bear in mind that one suggesting daintiness, cleanliness, the impossibility of collecting dirt or dust is the kind that will go farthest towards increasing the show window profits.

A background that, though inexpensive, is neat and attractive will serve the purpose much better than one which, though costing much more money, is not so neat and attractive. A copper screen background, in spite of the fact that it has the advantage of permitting of a free circulation of air and excluding but little light, will not prove entirely satisfactory for the reason that screens are bound to collect a good deal of dust and in the course of time they become less and less attractive.

A circulation of air sufficient for the purpose may be secured by drilling a few small holes just below the window glass covering these with fine screen to keep out the insects and drilling similar holes near the ceiling of the window in the background. If this does not give sufficient ventilation to keep the windows free from frost in the wintertime a small concealed electric fan blowing a breeze upon the glass will keep it free from frost. In case one fan will not do the work two or more will.

As a matter of fact, it is often much easier to keep the glass of a completely closed-in window free from frost than it is one that is not completely closed in. Frost on the window is caused by the condensation of the moisture in the air upon the window. The warmer the air the greater the moisture content. The greater the difference in the temperature on the outside and the inside of the glass, the greater will be the formation of frost.



A window background such as this is clean, attractive and permits the light to enter the store. If for any reason it seems objectionable to use a board background, one of small panes of glass like this will answer and it can be used as an aid in securing special background effects.

If the window is open at the back, the air in the store warm and rather humid, due to steam from the radiators and perhaps from hot water and hot drinks at the soda fountain, it becomes a difficult task in cold winter weather to keep the window glass free from frost. Close in the window and the window temperature can be kept lower than that in the store, especially if considerable air is allowed to enter the window from outside. This means that the profits from the window can be greatly increased simply because the glass can be kept clear and anyone passing can see the displays that have been made.

For this reason a window background that is, comparatively speaking, air tight is a background that promises to add to the profits. If a glazed back-

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ground does not seem desirable, make sure that the material used is substantial enough to keep the heat of the store from the window and the cool air in the window from the store, except as the circulation may be regulated by means of ventilators provided at the top or the bottom or both.

After having completed the permanent background of the window, one that completely closes in the window, the next problem is to consider the backgrounds for the displays themselves. If the right kind of permanent background had been built in, this will always serve at least as the base of the upper part of the display background.

If this permanent background is a glazed one, it lends itself to innumerable effective background arrangements. Suppose, for example, that it is desired to give the window the effect of a room. Against the wall there is erected a fireplace. Over the window background with the exception of a few panes inside an imitation of a window sash there is fastened crepe paper or some other material to make it appear like one side of a room. The window at the background now takes upon itself the real appearance of a window in a room. Upon the window sill there may be placed a candle, but if paper is used in the window this will have to be an electric, rather than a real candle.

Through the window, by means of a spot light, a moonbeam may be made to shine into the fireplace or upon any object in the window so long as the beam does not strike the window glass and shine in the eyes of those looking into the window. This is only one of the ways in which the glazed background may be transformed into a very effective display background.

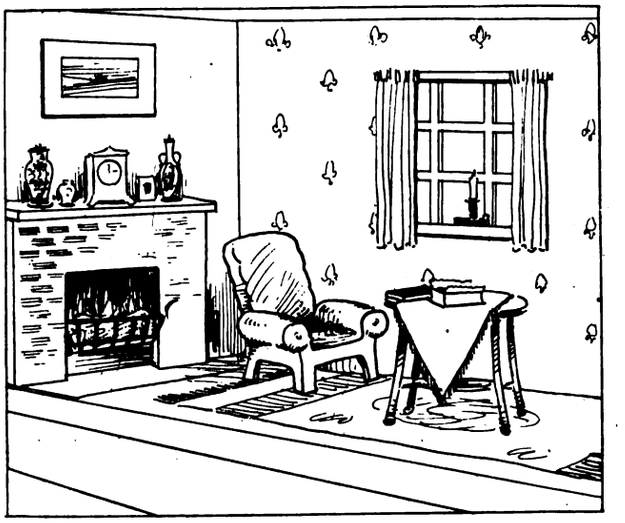
Screens made after the manner described in the previous article often make the display itself more effective. The panels of these screens may be covered with paper of the color which will be most effective. Brackets or shelves may be attached to the panels, provided a piece of wood is placed at the back and nailed to the frame to re-enforce the panel at this point, and boxes of candy may be displayed on such brackets or shelves.

Photographs may be attached to the panels, and when thus shown in what seems to be a frame, they are much more effective than they would be if they were merely set up by themselves on the floor. There are innumerable ways in which such screens can be used.

If the screens are made up of three or more independent panels hooked together, the separate panels can be set at an angle to each other and will stand alone even though each panel carries a load in the shape of a box of candy. When the screen is used as the background for the display, the upper part of the background may be decorated with a curtain made of light material with crepe paper or anything else that will harmonize and add daintiness and attractiveness to the general scheme.

For most displays a three-panel screen will answer all the requirements. In some displays the side panels can be turned out toward the front, and in others toward the back. This change in treatment gives different effects and, though the same screen is used, it does virtually make a different background.

If no screens are used crepe paper can be made to increase the effectiveness of the background. A good treatment is to give the lower part an appearance of solidity. Up to a height of three feet above the window floor the background and wall side of the window might be covered with sheets of white crepe paper if it is a June window, this paper being divided into panels by means of narrow strips of say orange-colored paper. Unless it is divided into panels the background will not be attract ive.



Simply by covering all but a few panes of our glazed background with a specially made screen we can secure an effect like this. The candle in this case is on a real window sill in a real window because the permanent background which is a window has been used. There are innumerable ways in which the glazed background may be used to secure effective results.

Above this the background and wall may be partially covered with strips of paper of the same color as that used in forming the panels, but this time twisted into spirals. Apple and orange blossoms or other fruit blossoms may also well be used liberally in decorating the upper part of the background. Every corner offers an opportunity for branches of these blossoms.

If the show window profits are to be increased, it is first necessary to close in the window, and next to make the background for each display just as attractive as it can be made without detracting from the goods actually displayed. A neglected background means reduced window profits.

ECONOMIZING on light in the show window is as sensible as hiring a first-class salesman and putting him at work handling stock and scrubbing up in the back room.

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Meeting Philadelphia Jobbers

Address by JOHN GLOSSINGER

THE Philadelphia Jobbing Confectioners' Association held its monthly meeting on the night of April 20th. A. C. Keeley, president, directed the program of the evening and announced that it was the intention of the Association to have some one prominent in the trade to make an address at each regular meeting. It is the idea of the officers to make their meetings so interestingly instructive that the members cannot very well afford to stay at home. This is a capital idea and should be given the hearty support of its members. The meeting on this occasion was exceptionally well attended due to a timely notice of an address to be made by John Glossinger, of H. O. Wilbur & Sons, Inc., who spoke on the subject of the proper method for a jobber to figure his percentage of profit. Richard Weglein made a few appropriate remarks in reply to Mr. Glossinger. After a general discussion by various members on matters of importance the meeting adjourned. The members were then invited to partake of a luncheon which had been provided.

The address of Mr. Glossinger follows:

I am more than pleased to respond to the invitation to address you and I know of nothing more important than to suggest some way to improve the conditions that are pressing so heavily upon the confectionery distributors throughout the country.

It is also gratifying to work with such a man as Mr. Keely, president of your organization, who is so willing to sacrifice himself in his desire to cooperate in any movement that will benefit the industry as a whole.

You are fortunate indeed in having such a president, and if it is in order to make a suggestion, it would be to keep him on the job—you will look a long time for a better one.

Information coming to my desk indicates that the demoralization from which you are suffering in Philadelphia is felt in many other centers and my object in coming here tonight is to see if there isn't some way in conformity with the laws of the country, to bring about a spirit of reason without putting any restraint upon competition.

The attitude of the average manufacturer has been, in my opinion, too indifferent to the welfare of his distributors.

I am firmly convinced that this policy of indifference is short-sighted, for the time may come when the distributor will also be indifferent to that manufacturer's product.

We are too closely related to be indifferent to the welfare of any one who handles our goods.

Let me quote some Bradstreet figures that are appalling:

Failures in the U. S. in 1920— 8,463,
Failures in the U. S. in 1921—20,014,

of which 6,404 were due to incompetence and 1,142 due to inexperience, making a total of 7,546 failures, or 37% of the 1921 total.

How can manufacturers remain indifferent when 37% of the failures in our country are due to incompetence and inexperience?

I think it is most important that manufacturers should exert their power and influence to help the Confectionery Industry to overcome the waste from which it is now suffering, due to the demoralization referred to and Bradstreet's figures, in my mind, clearly point the way.

We are all animated by the desire to proceed legally, and in our endeavor to bring a light of reason and common sense to the incompetent and inexperienced, it appears that we are on solid ground in helping them to be merchants.

One of the causes of our troubles, in my opinion, is due to the inflation of the war, when there were more customers than goods and many men of small capital rushed into business as it was only a question of getting goods that could be sold immediately at a good profit, without effort.

Now we have more goods than customers, which requires a training they never had and the result is the present wave of reckless and thoughtless selling.

Manufacturer, jobber and retailer are all in business for one purpose, that is, to make a profit. Therefore, we have a common starting point. Now what is the remedy?

As I see it, jobbers are doing too much guessing and not figuring costs, and the seller that does not figure his costs is heading for the Bradstreet morgue, just as fast as his lack of common sense can carry him.

Let us follow a case of goods that the expressman drops in front of your door. First, you require a porter to truck it into your store; a clerk checks it and puts the goods on the shelf. They must be packed, shipped and delivered, all of which costs money. Your rent, light, heat, taxes and insurance and all the other store overhead must also be added to that case of goods.

The goods must be sold and the costs of selling must also be added.

Then we come to the boss. Where does his salary come from? "From the profits" is the usual reply but we have no profits as yet, so his salary must also join the overhead. Now we come to bad debts, unsalable goods and depreciation. The easiest man to deceive is yourself but let me warn you to look these three items square in the eye and put them down. You cannot dodge the issue, they have a way of putting themselves down and they come out of your pocket when you are not looking, so face them honestly and fairly.

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Here is another item that so many overlook, that is, the wages of capital. Your capital if put out at interest would earn for you its wages without any effort on your part. An interest charge on your capital is therefore a direct charge against your sales and all of the above items are just as much a part of the cost of your goods as the invoice cost itself, and any man that does business without figuring these costs, is groping in the dark and waiting for the sheriff.

If you saw a man on Market street with a basket full of dollar bills passing one out to every passerby, you would say "that man is crazy." Now what is the difference between him and the jobber that is passing his capital out to his customers?

It seems to me that it is a proper duty of this association, as well as other confectionery associations, to start a movement for a correct cost accounting and I feel that if all the jobbers understood the situation clearly, we would have less cause for complaint, less failures and an uplift in our business that would tend to make it what it ought to be, one of the basic industries of our country.

LET'S GET TOGETHER AND BRING THE LIGHT OF REASON INTO OUR BUSINESS!

Making Himself Clear

A SUBSCRIBER writes to a paper as follows: "Don't send us your paper any more. We ain't taking any papers now or we would take yours. But we don't want none at the present time. Your paper is a awful good paper but we can't take no paper now, so please stop your paper. We'll take your paper again when we can take a paper. Don't send it no more."

What one can make out of the foregoing is that the man evidently wants his paper discontinued.

Just Between Ourselves

A PAST can never be buried. We may think that it is safely covered, and sooner or later it confronts us once more. "If I could only forget." Is there one of us who has not said this with tears and bitter regret it may be? And yet it's one of the most futile of wishes, isn't is?

We can stop right there and let it forever shadow our lives, or we can go on to the next step of retrospection. Our past—what is it? Why we are a combination of all of our past. We would not be as we are if it had not been. Though it may have been regrettable, are there not lessons of life it taught us? If it was sorrow-filled, did we not gain from it broadness of sympathy and understanding, strength for further troubles, it may be? We need to put self-pity and self-blame aside. They can do us no good, they can do us definite harm. Some one has said that discouragement was left by Satan in the Garden of Eden, and it has been troubling and limiting mortals ever since.

No one can ever bury the past. But one can build on it for the future, using it as a foundation for better structures of life. No one whose opinion is worth striving for will condemn for what is long past. It is today that counts in life. And if today we are able to build more wisely because of even bitter knowledge, why not accept its part and use in our lives? It's weak to endlessly mourn any life-experience. There are so many fresh ones, happy ones, ennobling ones, for our taking.

Let's be alive to the here and now—accepting all that has gone before as preparation to live today's life more wisely.

"A Business Enterprise"

IF there is a weak spot anywhere in a business establishment it should not exist in the accounting department, but many busy owners of concerns, doing a considerable amount of output and carrying a lot of accounts, are prone to leave accounting details too much to the bookkeeper. They are far more interested in the manufacturing end of their plants. In order to do something to overcome this weak point the Business Service Department of the National Association of Credit Men has published a pamphlet entitled "A Business Enterprise." This incisive work covers the subject of office procedure completely and it should be read by all manufacturers and merchants of the trade who realize the danger of neglect in this particular. The editor of the publication says that "most failures and bankruptcies are due to a lack of information as to how a business is prospering or suffering."

The chairman of the above-named department is Mr. H. Welinger, of the Hilo Varnish Corporation, Brooklyn, from whom, we understand, copies of the booklet may be had upon request.

Salesmen To Get Together

THE National Council of Traveling Salesmen's Associations is booked to hold its first convention at Cincinnati in October next. Leading matters to come under discussion, relate to questions of transportation.

The Council has been in existence seven years. Affiliated therewith is a membership of about 100,000 salesmen to all of whom invitations will be sent.

Give Full Weight and Be Safe

THE legal department of the Government is reported to be getting after the short-weight offenders in the candy trade. Suit has been brought against one house against which complaints have been filed.

NO ADVERTISING expert ever gave better advice for the retail advertiser than that given by James Whitcomb Riley in the following lines:

"Tell of the things jest like they wuz—
They don't need no excuse!
Don't tech 'em up as the poet does,
Till they're all too fine for use!"

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The Adulteration of Ice Cream Coatings

ROBERT SCHWARZ OF SCHWARZ LABORATORIES, NEW YORK

THE wide spread popularity of chocolate coated ice cream has brought about the appearance of a large number of coatings which are offered to the trade as ice cream coatings but which are, in the light of recent Government decisions, adulterated products, and as such, subject to seizure.

The adulteration of these coatings generally lies in the use of substitute fats such as cocoanut oil or stearin in place of, or in addition to, cocoa butter. Were this fact stated on the wrapper of the container, that is, that the product is a compound of chocolate coating with the addition of a substitute, with specific mention of the character and quantity of the substitute fat, difficulty with the Federal and State authorities would be avoided.

It seems to be the practice, however, to offer coating made for the ice cream trade, with the addition of substitute fats, simply as "Ice Cream Coating," expecting, by the omission of the word chocolate, and the use of a generic term, to avoid conflict with the Federal standards. These standards prohibit the use of a substitute fat in a pure cocoa product. Conflict with the Federal standards however, cannot be avoided by omitting the word chocolate, as is evident from the following information submitted by the Government authorities to us. In reply to a specific inquiry raised by our laboratories after the analysis of a large number of supposedly pure coatings had shown them to be adulterated, the Bureau of Chemistry, of the Department of Agriculture, advised as follows:

"The sale of products of this nature is ordinarily local in character and does not come within the jurisdiction of the federal law. The Bureau has not yet arrived at a decision with respect to the propriety of the presence of cocoa butter substitutes in the finished article. Coatings from which these articles are made, however, are largely shipped within the jurisdiction of the law and the Bureau has announced that the provisions of the enclosed Food Inspection Decision 61 for the labeling of chocolate products in which foreign fats are substituted for cocoa butter are applicable."

It is our judgment, based upon information thus made available, that the Bureau of Chemistry will proceed against interstate shipments of ice cream or similar coating, if the same contain cocoa butter substitute and the nature of such substitute is not stated on the label of the package. To our knowledge, the Department of Agriculture has been upheld in Court when they have taken this stand in regard to other manufactured food products.

Food Inspection Decision No. 61, reads as follows:

"Regulation 22 prohibits the sale or offer for sale, in interstate or foreign commerce or in the District of Columbia or in any Territory of the United States, of a food or drug product which bears no label whatever if said product be an imitation of or offered for sale under the name of another article. It would clearly be a violation of the law to sell an article which was made in imitation of chocolate, even though it be sold under the general name of a confection. Such an article should be labeled in such a manner as to correctly represent its true nature." Regulation 25 (A) provides:

"When a substance of a recognized quality commonly used in the preparation of a food or drug product is replaced by another substance not injurious or deleterious to health, the name of the substituted substance shall appear upon the label. It is held that cocoa butter is the only fat that can properly be used in chocolate. The declaration of foreign fats merely as "substitute butter" is apparently not sufficient; the nature of the fat employed should be stated."

As typical of an adulterated product, and as indicating the difficulties involved in conclusively establishing adulteration, the following figures are obtained from an analysis recently undertaken in our laboratories. The sample in question was a milk coating which, on analysis, gave the following figures:

Cocoa fat	37.58%
Cane sugar	37.45%
Milk solids	18.17%
Cocoa matter	6.80%
Butter fat, calculated from the Reichert-Meissl No.	6.57%
Constants of Fat:	
Reichert-Meissl No.	4.00
Polenske No.	1.00
Iodine No.	28.50
Halphen test	negative
Critical temperature of dissolution in 99% acetic acid	96° C.

As it is impossible to make an actual physical separation of the fats such as milk fat, cocoa butter, and cocoanut oil or stearin, the presence of such substitutes as cocoanut oil or stearin is established by the determination of the constants of the fat. In this particular instance, the presence of adulterants is established by the following evidence.

If the sample actual contains 6.57% butter fat, as is indicated by the Reichert-Meissl No., and 37.58% cocoa butter, the constants of the fat would be as follows:

Reichert-Meissl No.	4.3
Polenske No.	0.6
Iodine No.	33.0
Critical temperature of dissolution in 99% acetic acid	79° C.

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These constants are not assumed but have been determined by the actual examination of a mixture of 6.57 parts pure butter fat, and 37.58 parts pure cocoa butter, prepared and analyzed in our laboratories.

It is at once apparent that while the Reichert-Meissl No. of the experimental fat mixture of known composition, corresponds to that found in the adulterated sample under discussion, on the other hand, there is a considerable discrepancy between the Polenske No. and the Iodine No., and the critical temperature of dissolution found in the 2 fat mixtures. The Reichert-Meissl Nos. must, of course, tally, for the reason that this number is according to the official methods used to calculate the butter fat. From the discrepancy in the other constants, however, the fact is established that fats other than cocoa butter and milk fat are present in the coating, and that it is therefore adulterated, within the meaning of the Federal standards.

The conclusion as to adulteration in this particular instance is further strengthened by the determination of the total milk solids present in the sample. According to the A. O. A. C. method for determining milk solids, the sample in question contains 18.17% milk solids, in which it is assumed from the Reichert-Meissl No. that 6.57% fat is actually present. From this, the milk used in the manufacture of this product contains somewhat over 34% butter fat on the dry basis.

However, the assumption that such a product was used is inadmissible for the reason that had the coating been made with a milk of this composition, the constants of the fat would be entirely different from those actually found on examination of the sample.

America's Sweet Tooth

ESTIMATES, given out by the Department of Commerce, indicate that the per-capita consumption of sugar in this country increased, in 1921, 8.4 per cent. over that of the preceding year and was nearly 26 per cent. greater than the average of the decade ending in 1920. Last year the individual average amounted to 97.8 pounds, which was the largest in the history of the country, and the total was nearly one-third of the world's supply as reported for that year.

THE J. T. Valassis Co., Inc., was incorporated in the State of Ohio, city of Bellevue, with capital stock of $25,000 for the purpose of manufacturing candies and ice cream, also to conduct chain stores in connection, having opened one store in Bellevue and expect to start stores in all surrounding towns. J. T. Valassis, of Bellevue, will be its president and general manager, having been in the business for years.

Old Home Week

IN many sections of the country long-settled and progressive towns have adopted the idea of an "Old Home Week." The movement has found favor with a multitude of far-away people who have been thus moved to return briefly to the scenes of their birth and early years; to once more renew neglected interest in the past and to gladden those mainly elderly people who still live close to the old hearthstone. It is a happy custom. It serves to bring out the inherent love we all have for the places we once knew and loved, and incidentally it helps local trade.

Candy as a Food Staple

THE United States Department of Agriculture has been busy looking after the welfare of our stomachs. The experts tell us that a healthy boy or girl needs daily forty-one hundred calories of food, in its several divisions, of which ten per cent. should be of sweets, including candies. It is recognized that the craving of all healthy persons for some form of confectionery is natural and to be considered as an item of proper diet, as it contributes its share to the physical energy which keeps us all going.

As it Looks to Us

THEY do say that the advertising of the future is going to be done by, or over, or with, the radio-phone and that printing presses will be scrapped. Nearly fifty years ago the same forecast was ventured with regard to the then new telephone. It didn't work out that way. The telephone gave printing its greatest boost. It made possible the big modern power of effective and universal advertising on paper, very likely the radio-phone demand for candy in a hurry will develop into an every-day proposition, but advertising will increase, relatively, in value and the goods will be sent, nicely boxed in the good old way.

THE man who resolves to win happiness seldom gets within courting distance of her. The man who tries to introduce happiness to others, soon becomes her special object of favor.

$ucce$$ eem $olely $ignified by $,
And nothing count$ but cold, clean ca$h;
Ju$t think of all the geniu$e$ and $cholar$
Who, lacking ene to $ave, go mah.

JUST when you get last winter's coal bill paid up your wife's Summer hat suggests the wisdom of keeping up the everlasting hustle for dollars.

"Of all sad words of tongue or pen,
The saddest ever writ,
Are not about what might have been,
But these two: 'Please remit.'"

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BUSINESS BUILDING

A. E. PHARO

WELCOME THE CANDYGRAM ASSOCIATION

THE right hand of welcome is extended with the utmost cordiality to the planners and promoters of the Candygram Association. While the Business Building Department has been lustily ringing the bell for almost a couple of years, seeking to develop sufficient interest in the idea to lead to action, our contemporaries in Chicago have been quietly working out a plan to bring it to fruition. They have formed the "Candygram Dispatch and Delivery Association," have registered it in the proper manner, have elected officers, printed a mighty interesting and descriptive booklet containing a constitution and by-laws for the association. They have spent much time planning the necessary details, and are arranging to provide certificates of membership, window transparencies, electros for newspaper advertising, birthday stickers, appropriate verses for all occasions —and other selling-helps.

They have enlisted the co-operation of the two telegraph companies and obtained promises that they will widely advertise the association. All these things are done with a thoroughness and completeness which indicates the great amount of thought which has been given to the subject, and they are putting into it a push and enthusiasm which raises great expectations that this departure may be more than its most sanguine advocates thought possible.

I am rejoiced to see this idea advancing with six league strides, instead of the few halting and little steps which were anticipated, and the Business Building Department will put its shoulder to the wheel and help this association in every possible way. I would suggest that you take your pen in hand and write to The Candygram Association, 2058 North Western avenue, Chicago, asking them to send you a Candygram booklet and other information regarding the association, and if you are a dealer in fine candies, located in a fairly large city, that you give consideration to joining the association. This association may bring much business to its members. It is certain to elevate and enlarge the whole candy business and thus indirectly benefit every one engaged in manufacturing and selling fine confections.

MOTHER'S DAY

SUNDAY, May 14th, is one of the great days of the year, and it is growing in importance with every return. For we are just beginning to realize that it is almost impossible to successfully play the Great Game of Life unless we have a very early start. Also that the care and affection, the guidance and teachings which a good mother gave us in the days when our minds were soft and plastic have, unconsciously to us, been moulded into our character and become a part—and the best part—of our lives and actions. The more we honor our mother, the more we honor ourselves, and the more we develop in ourselves the virtues which she instilled in our childish days. By common consent, a white carnation is worn to celebrate the day and the florists literally raise millions of carnations to supply the demand. But why stop with a flower? Why should not every one present mother with a little gift which will express both the emotional and the practical side of life? A box of delicious bon bons will accomplish this. Just imagine how it will multiply a mother's pleasure to receive such a token of affection with a few appropriate words, and thus give her an opportunity to pass it around to every one with a kindly expression from her lips. It is hoped every reader will highly resolve to increase the pleasure of mothers by inducing patrons to include a box of confections in the contribution to mother. Begin now to advertise the idea. Here is one way: Put a small table in your show window. Cover it with velvet. Place on it a box of bon bons, partly opened, and a white carnation. Have a placard neatly lettered stating that "May 14th is Mother's Day. Make her happier with a box of these delicious bon bons to distribute to the family with her words of appreciation."

DEAR BUSINESS BUILDER

"I AM reading with interest your articles on the advantage of having a loose organization among the retail dealers of fine confections for the purpose of enabling the public to order a box of candy to be delivered at any place and any time in a distant city—and I take this occasion to write a word of encouragement for the work you are doing. I am a retailer of fine candies in a large city and am in sympathy with the idea you are trying to develop, though I request you not to publish my name. I do not anticipate that this would ever develop a large trade, yet it is something which should be encouraged and brought to a reality if possible. It would be a forward step in business. It would indicate to the public that we take every possible opportunity to

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serve them. What to me is most important in the movement is that it would elevate the idea of fine candy from something which merely pleases the palate to the more subtle and beautiful thought that a box of fine confections is a sign and emblem of friendship and affection, the same as flowers. In other words, it elevates the ideal of confections and places it alongside such things as flowers, music, painting, artistic ornaments and those things in which the public delight. I write this letter to encourage you to continue your work until you have brought it to a successful conclusion." The writer of the above letter states the case with an admirable clearness of definition. I would not pretend to say that the development of this plan would result in an enormous increase of candy sales with belts placed on the fast pulleys of candy factories to supply the demand. But I do assert in very earnest tones that this is something well worthy the consideration of the fine retailers. It will give another interesting topic for their advertising sermons. It will elevate the tone and the atmosphere of the fine stores, and it will tend to add to the popularity of fine candy with the result that every one will benefit thereby. Get somewhat interested in this subject, Mr. Fine Retailer, and give a little push to this small snowball so it will gradually grow from an idea to a reality.

HAVE CLERKS BEEN NEGLECTED?

HERE is Paul W. Ivey, professor of marketing, at the University of Nebraska. He comes right out and tells 'em in a bold and earnest tone that they haven't treated their clerks right. He was speaking to retailers in different lines. He said some twenty years ago retailers woke up and improved the various features of their business—buying, advertising, displaying goods, collections and such. But he said they neglected their clerks. Didn't teach them the art of selling. The department stores were not so derelict, for they established schools for training clerks. The result is, he said, that the clerks in small stores are inferior to the clerks in the large stores, being unable to make as many sales, and also being unable to hold their customers and friends to their stores. This is a tremendous handicap to the small merchants. It is also a serious loss to the clerks, because the merchants, not being as prosperous as they should, are not able to pay as large salaries as they should. This matter of having clerks educated to a high state of efficiency is of transcendent interest both to the retailer and his clerks, and they should work together whole-heartedly to acquire the utmost of clerical knowledge and of selling ability. This Business Building Department has a warm spot for the welfare of clerks. It believes thousands are discouraged with their outlook, and have settled down in the monotonous rut of discouragement. They do not realize that every clerk—no matter how ill-paid or unimportant his work—has an opportunity to develop the slumbering powers within himself to such an extent that he simply cannot be kept down. He will either develop his employer's business so he will be rewarded beyond his most extravagant dreams, or other merchants will offer him positions of responsibility and generous remuneration. For your own sake, Friend Clerk, catch this spirit of personal development, learn the rules of selling and then launch yourself into the whirlpool of strenuous business with the high resolve of coming out a winner in the game.

AN IDEA FOR A SELLING STUNT

THE candy dealer is a lucky dog. He sure is. He has a business where absolutely everybody is a possible customer, and one which happily lends itself to selling stunts. The trouble is that candy dealers do not utilize the opportunities as much as they should. Every candy store, except the elegant and exclusive ones, should pull off a stunt, say once a month. There is a five and ten cent store in the West making a long and aggressive drive on salted peanuts—which are a brother, once removed, from candy. It is pushing them by a stunt, and it may give you a pointer to get up a somewhat similar push on something in your line. The store takes everything out of its show window, covers the floor a couple of feet with salted peanuts, takes a full-size wax figure of a woman's head and a pair of stockinged wax feet, and arranges it as though the peanuts are an ocean, with a woman swimming therein, having her head and feet out of the water. Several catchy placards are placed in the window, extolling the taste, quality and healthfulness of these salted peanuts and stating that the price is only fifteen cents per pound. You can readily imagine that there is a crowd around the window all the time. That they look with lively curiosity upon an ocean of salted peanuts with a woman floating on the surface, having her head and feet out of water. That they read the placards stating these salted peanuts are something delicious, yum, yum. That the price is only fifteen cents per pound. That the crowd march into the store in double shifts, and then march out, each with a bag of salted nuts. This store runs this selling stunt at more or less frequent intervals, each appearance having a run of about three days. It always draws the crowd and the crowd always loosens up its money. Why don't you give it a try? Perhaps the easiest and cheapest way to try it would be with popcorn in place of salted peanuts. Let us hear how it works.

VALUE OF PLACARDS AND PRICE CARDS

ALL of us are prone to regard a little detail of our business as a trifle; to reason that a trifle is an unimportant matter and unworthy of our attention.

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In line with this reasoning we neglect a trifle here, a trifle there, with the result that it seriously impairs our business. Let me illustrate the value of trifles by stating the result of a careful investigation which a dealer made of his show window. The careless retailer would consider it a trifle as to whether his show window contained price cards on the goods. Many windows have price cards; more windows do not. Therefore the careless dealer reasons—if he reasons at all—that the question of price cards is a trifling one, and he will not bother with them. This retailer made a certain display in his window without price cards. He engaged a man experienced in observation and analytical work, to watch the number of people who looked in the window, how long they looked and to instruct the clerks to record and report how many of each kind of goods displayed in the window were sold. This display was run a week and the window was then changed to hold general merchandise.

After the lapse of a couple of weeks the first display was again placed in the window, this time with catchy placards and neat price cards, and the analytical observation was repeated. At the end of the week comparisons were carefully made, and the results were, to say the least, surprising. The advantages were all in favor of the window with the placards and price cards. It was found that 60 per cent. more people stopped to look at the price-card window. They remained longer to look and study the goods. They bought 86 per cent. more goods. This great increase of the selling power of price tags and placards takes the question out of the "trifling" class, into the one which is "important if true," and I commend it to the careful consideration of every candy dealer.

BUSINESS WILL BE GOOD, BUT—

I HAVE been reading the predictions of the wise ones—the business leaders, the business writers, the statisticians, and the big 'uns generally. Taking it by and large it is encouraging, with, of course, the inevitable "but." Summing up their opinions, they are practically united in the belief that business will steadily improve—with occasional setbacks—and that we are well established on the safe and sure road to prosperity. All of which fills us with that calm and serene happiness which enables us to indulge in dreamless sleep o'nights. But, here is where the "but" comes in. The improvement is going to be slow, they say, disappointingly slow to many, and they've got to work for what they get. We therefore feel impelled to caution our readers as to the course of their business policy. Go ahead and grow, but don't grow too fast. Don't take chances. Don't let your growth be so rapid that it is of the mushroom order, for mushrooms have a way of shrinking to nothing under a little spell of drought. Make changes, make improvements, put in other lines, organize other departments, but do it all in a prudent and economical manner, keeping your hand on the throttle against extravagance and recklessness. Also organize your business on a sound, prudent, conservative basis. Watch your sales more closely than before, with an analytical eye. Become an expert if possible in ascertaining the tastes and desires of your customers, and then catering to those tastes in the kinds and qualities of the goods you handle. In other words, strive to handle quick turnovers, and push them with might and main, rather than handle a multitudinous variety and a large and ponderous stock, which takes up valuable space and eats up its profits with its deliberate movements. Also resolve to do something dramatic at least once a month. Something which will set people talking and let them know that your store is a good store to visit.. The Business Building Department is occasionally suggesting these dramatic features and advising you to utilize them.

New Home of Wm. H. Luden

WILLIAM H. Luden, the well-known manufacturing confectioner of Reading, Penna., has moved into his beautiful new home, "Bon-Air," which is one of the show places of Eastern Pennsylvania.

The building is an imposing three-story structure of Indiana limestone, built in the best style of the Italian Renaissance, and occupies a commanding position, from which every part of Reading and many miles of surrounding country can be viewed.

The house is 113 feet long and 70 feet wide and contains over 50 rooms, many of which are finished in period designs. There are 12 bathrooms. The main hall and stairway is in Egyptian black and gold marble. The music room is in the Adam design, the library in English, the living room in Empire, the dining room in Georgian and the billiard room in early English design. The decorations being in the hands of master designers and architects.

There is an electric elevator, electric vacuum cleaning system and every modern labor saving device in the kitchen, pantry, etc., while the floors in the halls and principal rooms are covered with rare and costly rugs, while specially designed imported curtains and draperies are used throughout the house.

A notable feature is a handsome pipe organ, a 60-stop, three manual instrument, located in the music room, and having an auxiliary echo organ concealed in the grand stairway. The garage has accommodations for eight cars.

Mr. and Mrs. Luden moved into their new home on their return from their winter home at Miami, Florida.

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ICE CREAM

By Herman Gratz

THE consumption of ice cream and frozen delicacies is increasing, and there is a larger demand every day for a variety of flavors, specials, fancy forms, frozen puddings, etc. This is the age of "Specials," and by making and serving one or two a week at your retail candy or fountain counter you will be surprised how your trade will grow. You must always bear in mind the maintaining of your reputation for the quality of your goods, and that your reputation is at stake with every order you serve. If your cream and service is good, both will be recommended, and if you supply a new cream it will also be remembered and commended, but if your creams are below par or just what they should be, it will not take long for your former good reputation to be ruined. Cleanliness and courtesy should be two cardinal rules. To have a place "just tidy" is all well in itself, but no effort should be spared to see that everything about the place is scrupulously so, including the appearance of employees.

It is not incumbent upon me to enlarge upon the keeping of store because the readers of this Journal are intelligent, and know what's what when it comes to furnishing their store and how to keep it in an attractive condition.

In the making of creams and kindred frozen delicacies you must never think you can make good products out of poor ingredients, or flatter yourself that you can depend upon a certain make of machine that the builder claims can do wonders. The machine will probably run when you turn on the power and stop when you shut it off. It is for you to know what ingredients to put in the machine; how to prepare the ingredients; and if you employ ice and salt just how much of each to use; or, if you are running a brine system just what temperature is proper to produce a fine, smooth body of ice cream, a body that will not crumble when hard or when dishing up.

Further, you will always have to consider the cost of production, including overhead and other expenses, and just what price you can get for your goods. In making ice cream you must have full knowledge of the Pure Food Laws as they bear upon the butter fat content. The National Food Law allows 14% butter fat, but this percentage has been modified by State Legislatures so that 8%, 10% and 12% is legal. In some of the Western States the butter fat content is still kept at 14%. This regulation of the butter fat content of ice cream does not, of course, affect all confectioners and caterers as the majority have always kept the percentage above the standard for the reason that by so doing they can make a better grade of cream which is demanded by consumers who are willing to pay proper prices.

The old phrase "Oh, it is good enough," is no longer in the ice cream maker's vocabulary. Anything that is worth making at all is worth making right, and if you do not know how to make it right it will pay you to learn.

Formerly, ice cream was considered a luxury, but not so today, as it is prescribed by the doctors for the consumption of the sick; it is served at dinners as a dessert; in fact, any social function, be it wedding, afternoon tea, reception, or banquet is not complete unless ice cream or some kindred cold dish is served.

As the hot weather approaches it behooves the ice cream maker to consider the making of ices. These are very profitable because fruit will be plentiful and reasonable in price. There is nothing on a hot day more cooling and refreshing than a nicely made water ice or frozen fruit. A water ice can be made just as smooth as ice cream if given proper attention. There is no excuse for making a "lump of ice" that has no taste and then call it a "water ice." There is no art or great secret involved in the making of fine ices, and as they yield a greater profit than does ice cream their proper making should have the fullest attention. Good fruit flavors should be used to give variety, for while the old stand-bys of vanilla, chocolate, strawberry and peach are good enough for some people, yet the varying tastes of people demand a larger assortment of flavors, and it is this larger assortment that enables one to meet competition and secure and hold customers, for nowadays competition is as keen in the ice cream business as in any other line. I would recommend five flavors for ice cream; two flavors for water ice, one frozen fruit, and one ice cream special for the retail and fountain trade. With this number of well selected flavors you can please the majority of customers. Of course, there may be some people who will ask you for something not on your list even though you may have twenty different flavors. This asking for something you haven't got seems to be a habit with some customers, but they will generally take what you are able to offer them.

An Explanation for Making Water Ices and Frozen Fruits

This is the most profitable branch of our industry and is sadly neglected by many ice cream men. Water ice consists of water, fruit, sugar, lemon juice or citric acid. More sugar is used because water has no fat, and the smoothness of water ice is obtained through the additional sugar used, which

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naturally gives the mix a dead sweet taste, and to cut this, lemon juice or citric acid is added. It is just like putting salt to soup. The exact amount cannot be given, because the fruit varies in tartness; but add enough so it will taste like a strong lemonade.

LEMON (40 QUARTS)

Twenty-two quarts clear water, 28 pounds sugar, 4 dozen lemons. Grate 3 dozen of the lemons on some of the sugar. Rub gratings and sugar well. Squeeze lemons. Mix in all the sugar; add the water (if you have no clear water melt some ice). Stir the whole up right good so all the sugar dissolves. Strain and freeze. Water ices require more time and salt to freeze than ice cream.

ORANGE (40 QUARTS)

Twenty-two quarts clear water, 28 pounds sugar, 4 dozen oranges and 3 dozen lemons. Proceed in the same manner as lemon ice, but only grate the oranges. Should the oranges be rather tart, which is the case with Valencia or Messina fruit, then only use 2 dozen lemons, but the California and Florida fruit requires 3 dozen because they are sweeter than the imported.

THE JOBBER

HELP THE BUYER BUY

IF you will plant in the minds of your traveling salesmen the idea that this is the day of co-operation. of mutual helpfulness, of teamwork, you will put them right in line to take advantage of business conditions. Why not give them a little motto—and here is the motto—"Help the buyer buy." This means much if you will study it a minute. It is a practical idea and not academic and general. It will cause the salesmen to co-operate with the retailers. It will tie them to your business with the stout threads of self-interest. It will cause them to favor you—and this means Good Business.

It will probably involve quite a change in your business methods. It will cause your salesmen to seek to sell the goods which their customers can best sell, rather than those which they seek to unload on him. It will impel your salesmen to seek the confidence of their customers, to learn their problems and difficulties and successes, and then from the knowledge they absorb all along the line, to assist them in solving the same by their helpful suggestions and advice.

It will compel you to assemble your salesmen at frequent intervals and talk Business—from the broad view of your whole territory down to the smallest detail in the small shop of your smallest customer. You will hang up the motto in the conference room, printed in large bold letters so every one can see the words "Help the Buyer Buy." You will keep calling attention to this, and all of you will make suggestions as to the most effective manner the House and every salesman can best do this. For you plainly see that if you efficiently help the buyer buy, you will also effectively help him sell—sell more abundantly—and the more abundantly he sells the more he will buy—buy of your salesmen.

MAKES CANDY SELL MILLINERY

A WOMAN'S clothing store out in Omaha, Nebraska, opened a millinery department on their third floor. They advertised liberally in the newspapers, putting forth every possible argument to persuade women to visit their new department. But the responses were disappointing. The proprietor looked long and earnestly at the ceiling for an idea, and in due course the idea appeared exactly where he was looking. He tried out the idea with gratifying success. He purchased a quantity of good but medium priced chocolate from a jobber. He advertised in the newspapers that every Saturday he would have on sale in the millinery department on the third floor, chocolate candies at 39 cents the pound, being considerably less than he paid at jobbing prices. He stated plainly that this was an advertising device, pure and simple, that it was done solely for the purpose of drawing the ladies to his millinery department, that he lost money on every pound, which loss he charged up to his advertising. He stated that this offer applied to Saturdays only, and that no candy could be obtained any other day. He also displayed half a dozen boxes in his sales windows the latter days of the week, with placards announcing the same information.

The idea proved its worth, in that it attracted several hundred ladies every Saturday afternoon, and the sales of his millinery amply justified his losses on the candy. He stated that this is a temporary expedient, that he has no idea of making it a permanent feature of the store, and as soon as his millinery department is fully established he will discontinue this inducement.

THE TURNOVER! CAN YOU MAKE IT WORK FOR YOU?

"THE Turnover!" It is a simple word, and yet there is something mysterious about it. Because of this. The more you think of it the more important it becomes. It is like a real artistic picture—the more you look at it the more you love it. Or hearing a classical production—its exquisite harmonies increase with each rendering. So the word "Turnover" glances from the ear without

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penetrating the mind. But give it thought and its importance ever grows.

If all your stock, Mr. Jobber, consisted of rapid turnovers you could draw out half of your capital, invest it in seven per cent. bonds and make more profit on the remaining half than you are now making on the whole sum.

Why isn't there an idea in this word "Turnover" with which you can make a noise like real sales, and actual money? Let us stir it around in our thinkery awhile. Suppose we make an analytical study of candies, and as far as possible, ascertain ten, fifteen, twenty, or so, kinds which are more rapid in their turnovers with retailers than others. We will put them in a class by themselves, and call them "Our Specials." We will explain to our salesmen that these are real money-makers for retailers, because of their rapid and continuous sales. That even if the margins of profit are small they are nevertheless more profitable than slow-selling, big-profit goods.

We will tell our salesmen to "Push" these specials —not by talking them up, not by extolling their quality and praising their manifold virtues, but by emphasizing their money-making qualities because of their rapid turnovers. And then the salesmen, leaving the subject of candy, can deliver a most interesting and inspiring trade lecture on the wonderful qualities of quick "turnovers" in changing a slow-going and small-profit business into a lively and profitable one, by the lively quickstep of the rapid turnover goods.

If you will give thought to the great value of rapid turnovers, condense it into half an hour's talk, sell the idea to your salesmen so they can convincingly repeat this talk and sell the idea to the retailers, and then follow it up by taking orders for your "specials," all of which are quick turnovers, it may aid you in the pleasureable work of corralling orders which you otherwise would not capture.

SOLD THEM BY FURNISHING SELLING IDEAS

THE candy retailer has had some rough sledding the past year or more. He has been surrounded and hedged in with various kinds of troubles. The manufacturers, the jobbers, and the public have handed him censure for crimes of omission and sins of commission; for things he did which he should not have done, for things he did not do which he should have done. And every once in a while the government came at him with a whoop, swinging a huge club containing a thousand knots, and throwing out vague hints of inviting him to be a guest in its big palace where they have heavy iron bars to keep the mosquitoes out. Many and many a retail candy dealer felt that he was indeed a goat and he could almost feel the whiskers under his chin.

A certain jobber, whose name could be given upon request, visualized this sad condition of the retailers, and moved partly by a spirit of sympathy, and more particularly by a happy idea of business policy, decided to adopt the policy of friendliness and helpfulness.

He made a careful study of the problems of his retail customers. He roamed around the department stores, the ten cent stores, the high-grade and progressive drug stores, taking his eyes with him, and watching for ideas in display and in selling. He found several ideas, which were really trade bringers and he made careful note of them. As a general proposition he found that some form of specializing is most resultful of business today, and he developed some selling plans along that line. For instance, he selected one kind of candy which was having successful sales among a certain class of candy stores. The best results were obtained when it was exhibited a certain way with a certain form of window advertising. He called on the stores of that class, showed the goods, explained how they should be displayed, offered to supply the necessary placards and window signs, and gained the confidence of the retailers in the sales-possibilities of the idea. He was very successful in his sales, the retailers repeated his success, and he gained a point with them, in that he had assisted them in their most important work—that of selling.

ANALYZE YOUR STOCK

DEAD stock. Shelf-lizards. Slow-moving goods. These are the things that nibble deep into the profits of every line of business, and are one of the ills which should be most carefully guarded against. Go out in your sample room or stock room and make a keen analysis of the styles it contains. Take a slip of paper with two headings, "Fast" and "Slow," meaning fast-selling and slow-selling. Put a mark under each heading as you go over the various styles. When it is done analyze the result. You will probably be surprised at the large number of slow-selling goods you have. These call loudly upon you to give them special study, and each one should receive your full and thoughtful consideration. These slow-moving goods are costing you money. They are taking up valuable space. They are deteriorating in value. They are keeping capital idle which should be actively and profitably working. They are taking up the time of your salesmen. They are telling your customers that at least part of your line is undesirable, and thus throwing suspicion on your whole line.

You should relentlessly seek the reason why each one was bought. Was this one ordered because of the plausible arguments of some first-class salesman to which you yielded without bringing your own knowledge and judgment into play? Was this bought because of the promise that it would be ag-

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gressively advertised by the manufacturer and thus popularized? Did the novelty of this wrapper give you the belief that the goods would be in large and permanent demand? Did the siren voice of large profits lure you into placing this article in your line? Did price-lowness cause you to order liberally of this last style you hold?

If the number of slow-sellers is surprisingly large it indicates a state of mind or condition of business which is worthy of careful consideration. It indicates that the judgment which ordered these things was not working with 100% efficiency. The belt had slipped a little because of carelessness in some respect. The judgment had dozed when it should have been wide awake. The ear of credulity had been unwisely opened to the enthusiastic prognostications of a voluble salesman. The popular taste had been incorrectly diagnosed. Just as an employee is corrected and set right if he errs in any particular, so the buyer should bring himself up with a round turn if he finds he has, from any cause whatever, permitted an undue proportion of slow-sellers to creep into the stock and work their harm upon the general business. It has taken hundreds of years of merchandising for retailers to learn that a nimble dime is more profitable than a sluggish dollar. And, sad to say, many of them do not know it yet. So today many dealers, both retail and wholesale, are not grasping the tremendous importance of having stocks with a minimum number of slow-sellers. When this is understood, with all that it implies, the jobber can conduct a business with less capital, less store space, less overhead, and with a larger net profit per year.

THE Mexican Chamber of Commerce, located in the Woolworth Building, New York, mentions confectionery and chewing-gum among the articles which Mexico would like to import from the United States. The appended editorial paragraph from *The Nation* of April 5th describes the Mexican Chamber of Commerce, among whose directors are James W. Gerard, Elbert H. Gary, Russell R. Whitman, of the New York *Commercial,* Jerome S. Hess, the Consul General and Financial Agent of Mexico, and others:

"For years the propaganda of the oil interests, financially potent yet numerically an insignificant group, has bedeviled our Mexican relations and kept the peoples of the two countries from understanding each other. This agitation, which has been reflected in Washington's policy, has identified Mexico with oil and obscured the fact that our 15,000,000 Mexican neighbors represent a great potential market for American goods. In consequence trade relations, naturally a stimulus to mutual good-will, have suffered. The Mexican Chamber of Commerce of the United States, newly formed with a board of directors of well-known American and Mexican business men, augurs a change. A bulletin issued by it lists 247 classifications of American manufactured articles and raw products which Mexico imports; it lists also some 135 products which Mexico exports. Perhaps if this organization had existed ten years ago, the needless impasse between the two governments and our blind failure to recognize the most hopeful government Mexico has ever had, would not have been. One has only to look upon the picture of our relations with our other great neighbor to realize our failure with Mexico."

"If I Knew You and You Knew Me"

By W. E. Cooper

If I knew you and you knew me,
'Tis seldom we would disagree,
But, never having yet clasped hands,
Both often fail to understand
That each intends to do what's right
And treat each other "honor bright."
How little to complain there'd be
If I knew you and you knew me.

Whenever we ship you by mistake,
Or in your bill some error make,
From irritation you'd be free
If I knew you and you knew me.
Or when the checks don't come on time,
And customers send nary a line,
We'd wait without anxiety
If I knew you and you knew me.

Or when some goods you "fire back,"
Or make a "kick" on this or that,
We'd take it in good part you see,
If I knew you and you knew me.
With customers ten thousand strong
Occasionally things go wrong—
Sometimes our fault, sometimes theirs—
Forebearance would decrease all cares;
Kind friend, how pleasant things would be
If I knew you and you knew me.

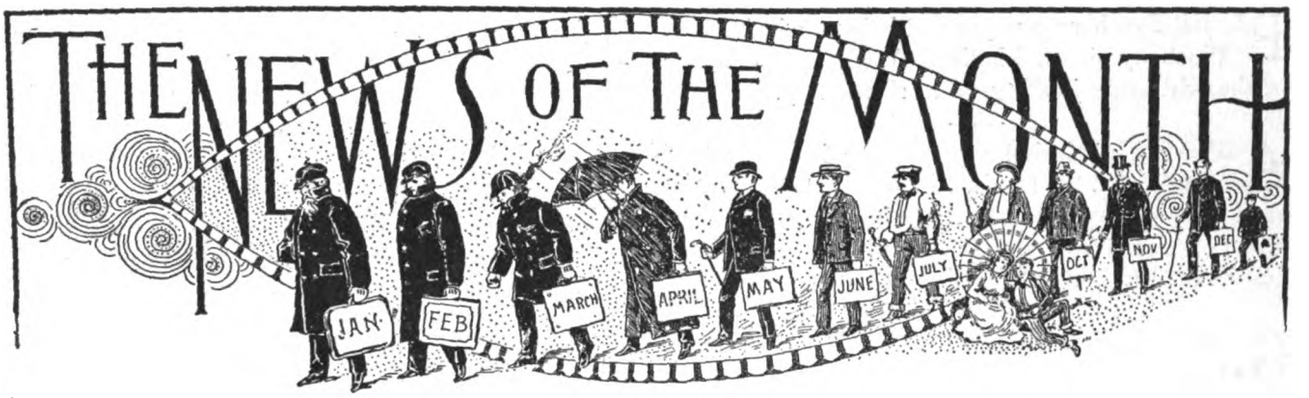
Then let no doubting thoughts abide
Of firm good faith on either side;
Confidence to each other give,
Living ourselves, let others live;
But any time you come this way,
That you will call we hope and pray;
Then face to face we each shall see
And I'll know you and you'll know me.

From July *Type Metal Magazine.*

To the Consumer in Good Order

THE problem of improved packing materials and methods tending to reduce waste from damage to goods in process of delivery is attracting attention among large retailing interests. It is probable that there is still room for better casing and handling in the candy field. The costs of the attractive boxes in which the finer grades of confectionery are offered makes it worth while to adopt any new means for preventing damage that may be found economical and effective in transit. A handsome container is a promise of the quality of the contents. It ought to come to the hands of the consumer in the same perfect condition in which it left the factory or store.

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THE Adams Candy Company, of Watertown, N. Y., has been re-established, Morris H. Jewett, of Redwood, remains as president. W. H. B. Smith continues as vice-president, and Claude H. Hanchette as general manager. The stockholders, of whom there are many in northern New York, are reported as being generally encouraged with the outlook for the future.

SWEETS Confectionery Co., of New Haven, Conn., has been incorporated with authorized capital stock of $10,000, by Harry A. Ginsberg, Mae G. Ginsberg and B. Gailer.

THE Circuit Court at Mount Vernon, Illinois, on April 15th, awarded to the H. W. Faulkner Candy Co., of that city, judgment for $225,000 against the fire insurance companies who had policies covering the Faulkner plant which was destroyed by fire last summer. The decision is regarded as a sweeping victory for the company and its creditors.

SIR John Craig Eaton, president of The T. Eaton Co., Limited, Toronto, Canada, importers and manufacturing confectioners, died on March 30th at his residence, Ardwold, in that city.

LUKIS Confectionery Manufacturing Co.,. of Casper, Wyoming, incorporated under the laws of that state, with capital stock of $100,000. The directors are C. Lukis, Byron S. Huie and J. H. Adriance.

ZARI, New York City, incorporated to conduct a confectionery business by A. Gellenoff, P. Berner and G. Israel; capital, $100,000.

PEGGY Lee Candy Co., New York City, incorporated under the laws of that state by M. C. Stokes, J. H. Warner and L. Levien; capital stock, $20,000.

CLEMENT Rueff, Inc., New York City, incorporated to deal in candies and licorice products, with capital stock of $100,000. Incorporated by C. Rueff and others.

SIR Harold Mackintosh, head of the great English firm, originators and manufacturers of Mackintosh's Toffee, with the largest factories of their kind in the world, will shortly visit America on a business trip. During this visit his headquarters will be with the American Branch of their English advertising agents, T. B. Browne, Ltd., 33 West 42nd street, New York City.

D. C. Lovelace, of the firm of J. T. Howell, Jr., & Co., 143 Second avenue North, Nashville, Tenn., has purchased the confectionery stock of that company and in future the business will be conducted under his name. J. T. Howell, Jr., & Co., will not handle candy in the future.

THE Izen Candy Co., Mankato, Minn., incorporated to manufacture and deal in confectionery by John P. Izen, H. B. Izen and A. J. Izen; capital, $50,000.

THE Temple Candy Co., Temple, Texas, at the annual meeting of stockholders on April 15th, elected the following Board of Directors: Bennett F. Smith, O. P. Smith, J. S. McCelvey, L. L. Tally and B. L. George. O. P. Smith was elected secretary and assistant manager.

CHARLES & Sanford Co., Chicago, Ill., incorporated to manufacture and deal in confectionery, by Charles V. Vipon, Samuel I. Praskill and Evelyn H. Proskyl; capital, $4,000.

G. E. Rigby, the confectioner of 609 Kansas avenue, Topeka, Kan., sold his business to Paul Parrish and Miss Jennie Parrish, his sister. Mr. Rigby is a pioneer in the confectionery business of Topeka. After an extended vacation trip, Mr. Rigby will engage in the manufacture of chocolate specialties.

STRATIS M. COULAS, owner of the Scranton Sugar Bowl, 111 Lackawanna avenue, Scranton, Penna., will open another confectionery store about the last of May, at 327 Lackawanna avenue, that city.

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PIPER Brothers, grocers and bakers, of 31 North Pinckney street, Madison, Wis., are to engage in the wholesale jobbing of confectionery.

ABRAHAM Nusholtz, president of the La Salle Candy Co., St. Louis, Mo., died on April 11th, aged sixty-one years. Mr. Nusholtz was born in Russia and had been connected with the candy business in St. Louis about forty years.

G. W. MULLINS and J. T. McEarchen have organized the Eat-Mo Candy Company at Dawson, Georgia, and will manufacture several candy specialties.

THE N. Harrison Confectionery Co., 793 Main street, Bridgeport, Conn., has purchased a property at Main street and Union Square which, after alterations are completed, will be occupied by the company.

C. LINCOURIS, Inc., 3463 Broadway, Chicago, Ill., incorporated to conduct a confectionery and tobacco business, with capital stock of $5,000, by Daniel M. Healey, Andrew J. Vlaches and Jos. F. Gervinka.

THE Sellers Chocolate Co., Buffalo, New York, filed a certificate showing an increase in capital stock from $50,000 to $450,000. The directors subscribing to the certificates were Robert W. Sellers, Robert E. Lowther and H. M. Parkinson.

FRANK A. MAHONEY acting as trustee for the committee of stockholders, has purchased all the assets of the White Mountain Candies, Inc., Concord, New Hamp., from the receiver. The company has been in receivership since October 4, 1921. A stockholders' meeting will be held in the near future, for the purpose of forming a new corporation.

JOHN H. Dockman & Son, 32-34 East Montgomery street, Baltimore, Md., will soon erect a new five-story candy factory at 17 to 25 Hughes street, with full modern equipment.

THE Palace of Sweets is a handsome new confectionery store recently opened at the corner of Eleventh street and Phillips avenue, Sioux Falls, South Dakota. George Ballis and Sam Pappas are the proprietors.

D. C. LOVELACE has purchased the stock of candies of J. T. Howell, Jr., & Co., Nashville, Tenn., and will continue the business under the firm name of D. C. Lovelace & Co. Mr. Lovelace has been connected with J. T. Howell, Jr., & Co., since it first started in business and has a host of friends.

MICHAEL J. COUSINS was recently elected vice-president and general manager of the Hub Candy Company, Inc., of New Orleans, La. Mr. Cousins is well known not only in New Orleans, but throughout the Southern States. The Hub Candy Company has been in existence nearly a year, with Edward Ybos as president and Charles J. Graf, secretary-treasurer. New machinery is now being installed in the factory Nos. 1924-26 Third street.

UNGERER & COMPANY, 124 West 19th street, N. Y., are now directly represented in the important territory between Buffalo and Chicago, as L. H. Carlson, with headquarters in the Detroit Savings Bank Building, Detroit, Mich., will cover Michigan and Ohio in the interests of the Company. Mr. Carlson was formerly connected with Frederick Stearns & Company, Detroit. The addition of Mr. Carlson to the staff of Ungerer & Company gives this firm a comprehensive organization with branch offices in all important centers including Buffalo, Detroit, Chicago, St. Louis, Philadelphia, New Orleans, San Francisco, Mexico City and Paris, France.

A NEW corporation putting out a new gum with a sweet-tart flavor, has been organized under the laws of Delaware, with headquarters at 437 Fifth avenue, New York. This company, known as the Apple Gum Company, has a capitalization of $1,000,000 of preferred stock and 200,000 shares of no par common. The idea originated with Joseph Gray Kitchell, who has for years been associated with developments in the confectionery trade. In organizing the Apple Gum Company Mr. Kitchell has associated with him as directors such men as George W. Loft, famous in the candy industry, Vernon C. Brown, vice-president and general manager of Sperry & Hutchinson Co., Isaac H. Blanchard, a leading citizen of New York City, who is chairman of the board of the Blanchard Press, and others.

It is the idea of the Apple Gum Company, as stated by President Kitchell, to market their product with ample margin of profit for jobber and dealer. "We shall keep away from cut-price competition as far as possible," says Mr. Kitchell. "We shall seek only legitimate distributing channels and our whole effort will be concentrated on giving legitimate jobbers and dealers 100% service." Instead of the thin slab or the sugar-coated nugget, Apple Gum is to be made in six solid squares, six pieces to a five-cent carton.

HORNKOHL-EVERS CO., 219-225 West Huron street, Chicago, Ill., incorporated to deal in confectionery, ice cream makers' and bakers' supplies, by Alex. C. Hornkohl, L. L. Evers and Lou M. Hornkohl; capital, $10,000.

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BURNS Candy Company, of Seattle, Wash., incorporated to manufacture and deal in confectionery, by L. C. Burns and A. W. Barton; capital, $35,000.

ELCO Confectionery Co., of Hartford, Conn., incorporated under the laws of that state to manufacture and deal in confectionery, with authorized capital stock of $50,000, by Joseph Price, Edward J. Abell and Leo Willens.

THE Vermont Confectionery Company, Inc., of Burlington, Vt., incorporated at $50,000 in 500 shares of $100 par value each for the purpose of manufacturing candy and selling candy, tobacco and other merchandise, has filed articles of association with the secretary of state. The incorporators are Martin C. Guiffre, Guy T. Vitagliano and Michele A. Mangini, all of Burlington.

STERLING Candy Co., of Nashville, Tenn., incorporated by C. C. Talley, William P. Smith, Morris W. Ellis, H. Phelps Smith and William Hume; capital stock, $10,000.

THE Alpine Candy Shops of Buffalo, N. Y., incorporated under the laws of that state, with stated capital of $500. The directors are: Warren A. Dudley, Uriah L. Upson, Irene M. Tolton, Harold H. Reif and Paul P. Schiener.

J. MENDELL Candy Co., of Brooklyn, N. Y., incorporated by Jacob, Roxie and Alfred Mendell, with capital stock of $40,000.

MONOVIS Candy Co., New York City, incorporated by L. Deason-House, V. Monovis and R. Sheir, with capital stock of $10,000.

BE BAROW Confectionery, Inc., Brooklyn, N. Y., incorporated under the laws of New York, with capital stock of $35,000. The directors are: Mary Wohlberg, Aaron Wohlberg and Katie Bearman.

NEW quarters have been established by the Barkdoll Candy Company, Milwaukee, Wisconsin, in the two story building at 230 Hanover street, and the plant is now in operation. The factory of the Barkdoll Company, which was located at 890 Twelfth street, was completely destroyed by fire recently.

THE recently organized Blue Ribbon Manufacturing Co., Pine Bluff, Arkansas, have received their new equipment and started the manufacture of candy. J. B. Bolin is president of the company, and Chas. J. Kuros, manager.

THE Manufacturing Confectioners of Baltimore held a meeting on April 11th, at the Hotel Emerson. The meeting was largely attended and was enthusiastic, being presided over by Harry R. Jones, president. A dinner was served. Secretary Uhlenberg urged the members to join the N. C. A., explaining the great advantages derived from the same. He also pleaded for a large Baltimore delegation to attend the Confectioners' Convention to be held at Chicago this month.

Among those present were: James A. Clark, John H. Blome, W. F. A. Blome, E. H. Josselyn, James E. Schaeffer, William H. Ponder, William A. Goetze, R. Melvin Goetze, C. A. Riebling, William H. Everhart, James R. Heinzerling, J. Walter Jackson, A. W. Dawson, Roscoe E. Rodda, William H. Helfrich, F. E. Foos, William Heinz, M. P. Allan, A. C. Pracht, W. J. Hoover, B. J. Leidig, W. H. McDowell, John F. Birkmeyer, Jr., G. Falter, Edward J. Burns.

GROUND has been broken for the new $120,000 catering shop for the Doerr & Zeller Catering Co. at the northwest corner of De Baliviere and Waterman avenues, St. Louis, Mo. The building will be of reinforced concrete and steel, the exterior walls to be of terra cotta and matt brick. The design of the building, both interior and exterior, is of the period of the English Renaissance. On De Baliviere avenue there will be two shops—the chocolate shop and the catering shop. The building will contain also a bake shop and ice cream shop.

STERIO G. MEMOS, proprietor of the Busy Bee confectionery at Nashua, New Hamp., has severed his business partnership with C. Vangos, and has taken his nephew, Peter Memos, into the firm. The candy business and soda and ice cream parlors at 87 Main street will be continued under the former name.

THE Candy Shop, 426 State street, Madison, Wis., burned out in January last, has reopened and is one of the handsomest stores in that state. C. L. Sniffen is proprietor and A. R. Hamburgh is factory superintendent.

H. S. HUNT recently opened a new wholesale confectionery house at 954 Main street, Buffalo, N. Y., and will carry a complete line.

GEORGE R. STEVENS, formerly of Stillwater, Minn., expects to start in the wholesale confectionery and cigar business at Hibbing, Minn.

A NEW two-story factory is being built at Lake Geneva, Wis., for the Mann Candy Co. The first floor will be devoted to the manufacture of ice cream and the upper story to the candy factory.

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EXPORT DEPARTMENT

JOSEPH NATHAN KANE

CHINA AS A CONFECTIONERY MARKET

AMERICAN confectioners cannot afford to neglect the trade of a half billion people. Yet, in China, a country with a population greatly in excess of 400,000,000, no appreciable effort of any kind is made to obtain their patronage. This, in reality, is a colossal blunder.

Many confectioners believe that China is a heathen country but their belief is entirely ill founded when as a basis the demand for confectionery is discussed. In the past decade there has been a big demand for confectionery in China to which the United States has not yet awakened. Other countries, however, are aware of this fact and have carefully laid their plans to conquer this trade. Our American exports to China have been decreasing at an alarming rate. During the month of January 1920, for example, we exported $8,803.00 worth of candy, in Jan. 1921 but $2,391.00. In Jan. 1922 this quantity decreased to $1,463.00. This comparison was not made of a particular month as the entire export trade shows a similar marked decline. While the confectionery trade of the United States is decreasing with China, the Chinese trade with other countries is increasing. Japan has secured the lion's share of China's confectionery trade with England hungrily following.

This state of affairs is curious. When the word "American" is an open passport throughout China, when America has an asset of good-will that extends throughout the length and breadth of China, it is a shame that more confectioners do not try to ride on this good feeling wave. Instead the majority of confectioners are dormant, letting their machines remain idle when the greatest market in the world is seeking them with firm outstretched arms.

China realizes the possibilities of its own resources, it realizes the advantage of encouraging its own industries, the value of making local products take the place of imported articles. To encourage the confectionery industry in China quite a few sugar refineries have been built.

Those sugar refineries which have done great work are as follows: At Amoy, Hua Hsiang Co., Haitsang, Changchow (Chinese). In the Amoy province there are also factories and refineries at Tungan Lungchi and at Hang Keng both equipped with foreign machinery. In the province of Chengtu there are Chinese refineries at Tzechou and Neikiang. In the province of Harbin is found the Russian refinery called Ashiho Sugar Factory Co. at Ashiho and the Chinese factory, Hulan Sugar Factory at Hulan. In Hongkong are the refineries of Jardine, Matheson & Co., Ltd., China Sugar Refinery Co. and those of Butterfield & Swire, Taikoo Sugar Refinery Co. In Mukden is the Japanese beet sugar refinery, the South Manchuria Sugar Refinery Co. Ltd.

There are many ways possible to secure business in China. Those which are the easiest and which will bring the greatest results with the least expense are the ones to be described here. A letter addressed to the Chinese Chamber of Commerce at San Francisco will immediately place your name before Chinese confectionery purchasers. Another method of securing trade is by consulting the records of the Bureau of Foreign and Domestic Commerce who maintain in their offices lists of names of foreign purchasers subdivided into classes and groups. Banks such as the Irving National Bank, the National City Bank, etc., have on hands names of foreign purchasers about whom they have credit information and all other necessary data for commercial guidance.

With little expense the confectioner, by doing the above, can secure names of confectionery importers which may be worth many thousands of dollars in profits. An additional method is to consult trade directories which may be found in nearly every library. Additional information regarding the possibilities in China for your product may be had from the Chinese Consul located in or near your city. The Consul will likewise report your name to the commercial organizations in his country as an exporter. Other cheap but valuable means of obtaining business is to send your catalogues to the American consuls located in Chinese cities where they will be on display to all Chinese importers of confectionery.

The possibilities of securing trade in this matter is enormous. There are many other ways of securing trade, by appointing agents, by sales to export commission houses, by sending salesmen, etc. These latter means, however, cost money.

Of the former suggestions all of them have been found by actual experience to be practical. Inasmuch as there might be some duplication of the lists, several agencies each mentioning the same name as a possible customer, care should be taken that the same letter is not duplicated. If the line of confectionery is not too expensive a sample assortment

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may be sent at the same time. This will give the prospective customer an opportunity to examine and sample before he places an order. Care should be taken that these samples are packed in tin lined hermetically *sealed* boxes in order to insure fresh arrival at destination.

Before explaining what kind of candy to send, it might be advisable to mention here that the above methods of obtaining names and addresses and information is not solely peculiar to China alone. The same methods of obtaining information apply to all countries.

To obtain customers' names from the Bureau of Foreign and Domestic Commerce a form must be filled out. The form requests you to state your name and address, where incorporated or established and date, paid up capital, names, addresses and nationality of principal stockholders and percentage of stock held by each, names, addresses and nationality of directors and officers. They also require information regarding the nature of the firm, whether it is a manufacturer, a manufacturer's agent, an export merchant or export commission house. They also want to know in what manner the foreign business is conducted, whether by branch factory abroad, branch office abroad, by foreign agencies, mail order, manufacturer's export agent in the United States, export commission house, traveling salesmen, etc.

The forms will not be considered unless signed by a responsible officer of the firm and properly sworn to before a notary or other official authorized to administer oaths.

Although this information is given out free and gratis, the Department of Commerce of the United States is desirous of seeing that this confidential matter is not misused. The Department of Commerce is supported by the Government of the United States thru taxes paid by the people of the United States. This trade information should naturally be given to firms in the United States and should not be used to hinder American merchants.

The services given by banks may be made use of freely by their depositors and customers as well as by anyone else who desires same as the bank regards them as future and possible customers.

Information regarding foreign countries may be obtained gratis from any chamber of commerce maintained by that particular country while consular officers are only too glad to give out desired information. Although most consular officers are hard pressed with work, they are glad to stimulate business because it not only helps their countrymen but indirectly themselves. The greater the amount of commerce that goes thru an office the greater the rank of the consular station and the higher the pay of the officer in charge. In some countries consular officers receive a percentage of the receipts of the bureau, etc. From all angles it is to their personal advantage to promote trade as well as national duty.

The methods of obtaining trade information in this article on China is not confined solely to China. Information on any country may be obtained from the corresponding officers. Information on Honduras may be obtained from the Honduras consuls located in the United States and the Consuls of the United States in Honduras, etc.

Samples of confectionery sent to American consular officers should be sub-divided into samples for display and samples for eating. As the looks of candy does not improve with constant handling, it is better to place a group of candies under glass cover which may be easily seen, yet not touched.

The candy which is in great demand in China is particularly the cheap kind, the kind that will fit the purse of the laborer coolie making only a few cents a day. The cheaper grades of candy especially find a ready market there while high class candy is also sold.

There is one advantage in doing business with China and that is the honesty of the people. There are, of course, exceptions to every rule and what follows in one instance does not necessarily follow in another. I have known merchants who did a business with China who shipped every order without looking up credit ratings believing in the honesty of their customers. This is not a good practice for a conservative business to get into irregardless of the customer or the amount of money involved. Although the financial standing of most of the accounts in China are good, they do not always pay promptly. A rice famine, a flood, etc., are some of the many reasons that cause delays in payments. Naturally, circumstances beyond the buyer's control are excusable reasons for delays. But again over-speculation, decline in prices are other contributing reasons. Without exception credit ratings should always be investigated.

Some of the foreign banks with branches in China from whom reliable credit information may be obtained are: Asia Banking Corporation, Banque Belge Pour L'Etranger, Bank of Chosen, Banca Commerciale Industriale Estremo Oriente, Banque de L'Indo Chine, Banque Industrielle de Chine, Chartered Bank of India, Australia, and China, Chinese American Bank of Commerce, Hongkong and Shanghai Banking Corporation, International Banking Corporation, Mercantile Bank of India, Mitsubishi Bank, Mitsui Bank, Nederlandsche Handel Maatschappij, Park Union Foreign Banking Corporation, Philippine National Bank, Russo Asiatic Bank, Sino Italian Bank, Sumitomo Bank, Bank of Taiwan, Yokohama Specie Bank, etc. In general this list covers most of the large banks in China.

One of the surest ways to gather information about a country, especially when advertising is to be placed, is by correspondence with their newspapers. These papers will make reports on market

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conditions and will undertake and outline selling campaigns for the manufacturer. Those American papers in China of value are in Shanghai, *The China Press* (daily), *Millard's Review* (weekly), *The Far Eastern Review* (monthly). In Tientsin the American daily is the *North China Star*. A number of Chinese-owned journals printed in the English language at the Treaty Ports and in Peking from which information on the confectionery market can be obtained are: *Peking Daily News, Peking Leader* (daily), *Chinese Social and Political Science Review* (monthly at Peking), *Shanghai Gazette* (daily evening) at Shanghai, *Canton Times* (daily) at Canton.

The British owned newspapers in Shanghai alone, most of which carry English confectionery advertising are: *North China Daily News, North China Herald* (weekly), *Shanghai Mercury* (daily evening), *Shanghai Times* (daily), *Finance and Commerce* (weekly), *British Chamber of Commerce Monthly, New China Review* (monthly).

Correspondence with these institutions who are continually on the ground who keep abreast of the times and who know what is going on will keep the confectionery manufacturer in an equal position. A knowledge of the main simple points will bring to America the trade of the 400,000,000 Chinese. The trade is enormous and the possibilities without limit. Let us, merely to make a point, assume that each Chinese pays one cent a week for American candy. Surely this proportion is small—but one cent a week. This will mean a sale of $4,000,000.00 of American confectionery a week, a total over $2,000,000,000.00 a year. One cent a week per man in China alone will make our export trade in confectionery one thousand times greater than that of the combined export trade to the rest of the world. What are the possibilities of getting your share of the trade?

UNGERER & COMPANY have established a branch office in the Pierce Building, St. Louis, which is in charge of C. L. Iorns, whose territory will comprise Kentucky, Tennessee and other territory contiguous to St. Louis.

A NEW candy and ice cream factory is to be operated in Monticello, Ind., by the recently organized P. & H. Candy Company. The members of the new firm are William Anheier, C. A. Pierson, Frank Pierson, I. L. Hartman, Aley Janagaris and William Veriouka, all of Monticello. A brick building will be constructed in East Monticello.

THE Apollo Candy Shop, Sam Lundas, manager, has opened a handsome new confectionery store and lunch room at Brazil, Ind. A beautiful fountain, fixtures and machinery have been installed.

SODA AND LUNCHEONETTE COUNTER

JACQUES FONTAINE

KEEPING UP APPEARANCES

WE may have gotten by all winter with dusty decorations and dingy woodwork, somehow the lack of paint and varnish does not show up so plainly then, but we can't conceal our defects any longer. These bright sunshiny days seem to magnify every speck of dust and bring into glaring prominence every spot and surface that does not fairly glow with polish. We didn't realize how dingy the fountain and equipment did look until the bright sunlight showed us up.

In many cases a coat of varnish is all that is necessary to restore the necessary "shine" but if the original finish is too far gone for varnish to make things look like new, we shall have to get out the paint brush and bucket, unless we are lucky enough to be able to afford an entire new equipment. We have gotten tired of looking at the same old oak or mahogany fixtures anyway, to say nothing of the way the monotony of color has palled on our customers—let's change our color scheme and do it so cleverly that no one will guess it's the same old stuff done over.

If you have one of the old-fashioned ornate fountains, trimmed with lattice work and other unnecessary ornamentation that we used to consider artistic, see if you cannot remove some of it at least, and make it look more like the plainer, newer fountains. Don't keep a single unnecessary shelf or a bit of bric-a-brac to catch the dust, clean them all out. Smooth all rough surfaces with sandpaper, go over all chairs and tables in the same way and give the whole outfit three or four coats of paint.

Just imagine your fountain department painted a soft shade of grey with bright flowered cretonne slip covers for the backs of the chairs and for curtains and hangings if you have a suitable place for them. Cretonne is not expensive and in most cases covers and curtains can be made at home or any upholsterer will do the work for you. When necessary, slip covers, etc., can be readily laundered and kept always clean and fresh.

If you can afford glass tops for your tables use a cover of cretonne under the glass. This not only protects the finish but adds a touch of coziness and attractiveness that can be obtained in no other way.

Ivory white, cream or certain shades of green,

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with cretonnes to match make good combinations, too, and you have no idea how cheerful and attractive and how cool and summery you can make your fountain department in this way.

Fresh flowers on tables and counters add greatly to the appearance of your fountain and they need not be expensive hot-house roses, either. Don't overlook the buttercups and daisies and the other wild flowers we can have for the gathering and don't under any consideration use artificial flowers, now that the real ones are blooming in such profusion.

See that menu cards are dainty and fresh, that all paper doilies and napkins are clean and spotless and that everything about the fountain is dainty and attractive. Cleanliness really comes before godliness in the code of the soda fountain owner, and brightness and shininess where the customer can see bespeak the cleanliness behind the scenes.

The successful soda fountain never looks run down nor neglected, because the successful fountain owner knows that a customer receives his first impression from the appearance of his fountain department and that the first impression is likely to "stick" no matter what comes after.

THE POWER OF SUGGESTION

ASSUMING that our stores are well equipped and our shelves stocked with high-quality merchandise, our first step in initiating a sale is to create a demand—to arouse the customer's interest in and make him want for himself the goods we have to sell. In these days when turnover plays so big a part in the scheme of merchandising and frequent turnover can only be accomplished through increased demand, we must consider from every angle any plan that comes to us for attracting attention to our stores and our wares with the view to securing more and more customers and more and more orders for our goods.

Suggestion is the most subtle form of creating a demand and the suggestion may be made through the medium of printed advertising, display advertising or the spoken word of clerk or salesman. Because the average person likes to believe that he is making his own decisions and buying a thing because he needs it or wants it, rather than because some clerk *sold* it to him, suggestions which attract the eye and make the customer originate the sale himself are the most successful and satisfactory. Then again, because the actual sight of the goods themselves, aided and abetted by suitable signs explaining their good qualities and suggesting possible uses make a stronger appeal than a word picture alone, we conclude that display advertising is the best medium for the retail merchant.

Another explanation of this is that a display arouses the customer's interest when he is on the spot where the goods are for sale and he will frequently buy at first impulse where he would not if his interest had time to cool or he had an opportunity to think the matter over away from the influence of the first suggestion.

Nearly all retailers have given some thought and study to this question but it has been developed to the greatest extent by the department store and we find high-class stores of this kind paying their display men enormous salaries to trim windows and show the goods attractively in various departments. They take into account seasonable demand, the grouping of kindred articles, the effects of various lighting schemes, the blending of colors, etc., in short, they make their displays so attractive that people cannot help but stop and look at them and want the goods displayed.

When we take this into consideration, we wonder why all retailers do not spend more time and thought on their window and store displays for it would pay the fountain owner in the same proportion that it does the dry goods merchant.

This is the ideal time of year for soda water men to try out in earnest the business drawing power of good displays, for as the warm weather approaches the desire for iced drinks and desserts naturally increases and it can be decidedly furthered by a very little well directed suggestion through store and window displays.

Don't be satisfied to make a window display of fountain products every two or three months, then leave the same trim up for a couple of weeks and think you have done your duty. Don't consider that it is "advertising" to hang up promiscuously at the fountain three or four signs and leave them till they are dusty and fly specked. That is not the way the dry goods merchants gets results from his windows. He changes them almost daily, he strives constantly to attract and hold the interest of the public, he plays to the people in the street as he realizes that that is the only way he can increase his line of customers and quicken his turnover.

It is impossible for me to tell you exactly how to make a window display. I can only give you a few simple instructions and leave it to you to work the matter out to fit your own particular needs. Study the displays of retailers in other lines, don't crowd your windows, don't display a dozen different articles together that have no relation to each other. Don't use colors that clash, have your lights out of sight as much as possible and so placed that they shine on and bring into prominence the articles you are displaying. If you have more than one window, give up one entirely to your soda fountain and change the trim every three or four days. Don't attempt to feature every item on your menu at one time but select one flavor or one special drink or dessert and build your window around that. The window strips and cards furnished by the manufacturers of syrups and fruits are very good and can be supplemented by printed or hand-lettered cards or signs calling attention to the quality of your

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drinks, the cleanliness of your fountain and the service you are giving your patrons.

Try having a pineapple window for example, featuring all the drinks and sundaes you make with pineapple, and if possible, show pictures of pineapples growing, with brief information as to where this fruit comes from, how it is harvested, etc. Then feature chocolate, orange and lemon drinks, and so on through the list. You have loads of material to work with and will find that the simplest little details of fountain operation—how things are done, will interest your trade. Your displays must make the people *want* your fountain products and a little thought and care in making appealing suggestions for the warm summer days will work wonders in your sales records.

SODA DISPENSING IS A REAL MAN'S JOB

IT was not so many years ago that the position of soda dispenser was thought to carry with it very little responsibility. The retailer might select his other clerks with the utmost care but he thought that anyone could draw soda water and as a result his dispenser was usually the poorest paid and the least appreciated man in the store, so, as a rule, he did not remain a dispenser very long but applied his talents to other lines where the salary was bigger and the chances for advancement more certain.

With the passing of time and the wonderful development that has taken place in the industry, the status of the dispenser has undergone a complete change and to-day, the fountain owner realizes that his dispenser is one of his most valuable employees and frequently he leaves to him, more than to any other clerk, the responsibility for the success of his department.

The dispensing of the drinks and sundaes on the extensive and elaborate menus to-day is an art—a real profession, and commands a salary commensurate with its importance. The dispenser must have poise, so he will not become flustered or nervous during a rush period. He must be patient and dignified in order to cater to everyone's whims, always pleasant and agreeable without getting "fresh" and must have the ability to get along with other help. He must have the accuracy of a prescription clerk, so all drinks will be uniform, and no expensive materials wasted, he must be enough of a chemist to mix and blend his different flavors and materials into delicious drinks and desserts. He must have pride enough to keep himself and his fountain spick and span, he must be quick, honest and loyal, and work for the interest of the business at all times.

It's no boy's job, is it? It takes a real man to measure up to all these requirements, and one who should command the respect of every employer, and when all retailers come to demand these qualifications in a dispenser and the dispenser to give them in return for his salary then indeed will the profession of soda dispensing have reached its rightful plane and high-grade men will be proud of the title of dispenser.

FORMULAS FOR MAY

VERMONT CREME SUNDAE

Dilute marshmallow with pure maple syrup, beating until you have a fluffy, creamy mixture. Serve generously over vanilla or chocolate ice cream and top with a ladle of pineapple cubes and chopped maraschino cherries and a sprinkling of dry nut meats.

MINT RICKEY

Into a 12 oz. glass draw 1 oz. mint syrup, ½ oz. orange syrup and ½ oz. pineapple syrup. Add a teaspoonful of lemon juice, a big ladle of chopped ice and fill with coarse stream. Decorate with a slice of orange and a sprig of fresh mint.

DUTCH SUNDAE

Fill a cone shape disher with vanilla and chocolate ice cream, half and half. Place on a sundae plate and pour slowly over it a ladle of hot chocolate fudge. Top with whipped cream or fluffy marshmallow and sprinkle with grated sweet chocolate.

ICED COFFEE

Two ozs. coffee syrup, ladle shaved ice, small disher vanilla ice cream. Fill glass with cold milk and stir briskly with a spoon. Top with grated nutmeg and serve with sweet wafers.

MALTED MAPLE

Into a mixing glass draw 1½ ozs. maple syrup, add 2 teaspoonfuls malted milk, 1 oz. sweet cream and a ladle of shaved ice. Shake and add milk to fill glass.

BEST STRAWBERRY SUNDAE

Line a sundae dish with lady fingers. Fill the center with fresh strawberry ice cream, add a ladle of crushed pineapple and top with marshmallow and a big strawberry dipped in powdered sugar.

PINEAPPLE ICE PHOSPHATE

One oz. grape juice, ½ oz. lemon syrup, ½ oz. pineapple syrup, ladle shaved ice. Fill glass with carbonated water and add a disher of pineapple sherbet.

DECORATION DAY PUNCH

Use any good brand of orangeade syrup and dilute according to directions. To each gallon of diluted orangeade add 1 qt. grape juice, 1 qt. raspberry syrup and if necessary, grenadine syrup to give it a rich, red color. Use fruit acid or strained lemon juice to make the drink quite tart and place in punch bowl with a block of ice. Add fresh strawberries and maraschino cherries cut in quarters, pineapple cubes and slices of oranges and serve, very cold, with straws and a spoon.

APRICOT SUNDAE

Over a disher of vanilla ice cream pour a ladleful of butter scotch syrup. Around the sides arrange halves of canned apricots and top with a red cherry.

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ANSWERS TO CORRESPONDENTS

SPECIAL NOTICE

THIS department was established and is continued for the sole purpose of helping our subscribers in overcoming difficulties in manufacturing through suggestions and advice prepared by our technical editor and printed, as a rule, in the next ensuing issue following inquiries. We cannot supply information by letter nor are we prepared to furnish new formulas, a feature for which this department is not conducted.

This explanation is made because we occasionally receive letters from readers asking for complete formulas as well as prompt individual responses, and whom we are obliged to disappoint much as we regret doing so.

Confectioners Journal:

Enclosed find check for $3.00 for our subscription to the Confectioners Journal.

I notice in the February number where J. W. M. has trouble with chocolates fermenting and breaking. We had the same trouble and lost thousands of pounds. Had letters from San Francisco to New York, but no one gave us any relief. Was using slab with wooden frame around it, and finally removed the frame and found that was the cause of our chocolates breaking and fermenting. Have his slabs or beaters absolutely clean and he will have no more trouble. DENNISON CANDY CO.,
Phœnix, Ariz.

BONBONS OR DIPPING CREAM.

B. & D.: Place into a copper pan thirty pounds of best A sugar, four quarts of water, one and one-half teaspoonfuls of acetic acid No. 36 or what is called white acetic acid, set the pan on a good fire and stir until the sugar is dissolved, wash down the sides of the pan, cover with a clean wooden cover, let boil for five minutes, remove the cover, place the thermometer into the pan and cook to two hundred and forty or perhaps to two hundred and forty-two degrees, just according to your instrument. Pour the batch on a very clean, wet marble slab and immediately sprinkle about half a pint of cold water over the top and let cool. When cold, two persons should turn the batch with steel spatulas, until the batch runs together into a solid mass, then scrape off the spatulas, also the slab. Knead the scrapings until soft, stick this under the big lump, cover the whole with a large, white, double piece of muslin, or with a clean heavy bag, for thirty minutes, then knead the batch into a smooth mass, it is then ready to use. Try to use up the cream in a day or two, as it will make a nicer gloss on the goods, but when you cannot use it up while fresh, use it for centers or any other work. In order to be always sure of your thermometer, set a pan with cold water on the fire, place the thermometer in the water, and when the water begins to boil the thermometer must show two hundred and twelve degrees. You can then easily cook the sugar a little lower or higher to adjust the difference. When melting the cream, place a few pounds of the cream into a small farina boiler and slowly warm until thin enough to dip nicely. Work the cream a little cool, that means warm it slowly until just hot, remove from the fire, letting the cream pan set in the outside water part of the boiler. Color all dipped goods a very delicate color, for highly colored bonbons always look cheap.

DIPPING CHOCOLATE

B. W. W.: For dipping penny goods you may use a cheap grade of sweet coating and chocolate liquor of even parts, thin down with any thinner prepared for this purpose and which you will find advertised in the Journal. You may also prepare it yourself, when you have machinery for such work; in such case you can use cocoa powder, fine sugar and hard fat, and let the machine run until the mixture is very smooth. You can blend the coating with sugar or chocolate liquor to suit your trade, but we think that you will do better by buying the coating ready mixed and then thin it to suit yourself, because it is very difficult to get good results. Chocolate of any kind must be used lukewarm, because too much heat applied will turn out streaky goods.

HARD CANDY.

The Sp. C. Co.: We are not surprised that your hard candy does not hold up unless wrapped. Your formula is not even suitable for winter candy. It is more a formula for taffy of the poorest kind, especially when you have to cook on an open fire, and even when you can cook in a vacuum pan. We have never heard or seen candy made with more than one-half of corn syrup, and a small portion of water. You also failed to mention what kind of hard candy you generally make, for you must know that there are many kinds of hard candy, not all cooked and treated the

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same. We are therefore sorry that we cannot give you any more information.

TORTONI ICE CREAM

N. D. K.: There are several ways to make this fine ice cream. No. 1—Place into a bright copper pan, one pound and a half of sugar, add gradually one dozen whole eggs, beat with an egg beater until nice and light, now add three quarts of cream, mix well, set on low fire and stir well with the beater until boiling hot, without, however, letting it boil. Strain through a fine sieve into an earthen or china bowl, set aside to cool, stirring it up once in a while to prevent it forming a skin. When ice cold freeze like any other cream. When well frozen, add one tablespoonful of extract of nectarine and four ounces of dry, finely crushed bitter macaroons and a few drops of caramel or burnt sugar. No. 2—Place into a copper pan one quart of fresh milk, one quart of cream, add twelve to fourteen ounces of sugar, nine whole eggs, the latter beaten up a little, mix all well together with an egg beater, set on low fire and stir well until nearly boiling, strain, cool and freeze. You may also cook one vanilla bean, split first in half, with the cream. When cool and well frozen add five ounces of dry, finely crushed bitter macaroons and meringue finely crushed. Heighten the color with a few drops of caramel or burnt sugar.

CHOCOLATE COATING

R. O. Co.: This coating does not in any way differ from other coating, except in the price. You failed to mention if you have any machinery, for you will never be able to mix and finish this coating by just mixing it with a little heat. Place into a melanger, thirty or forty pounds of cocoa powder, thirty pounds of extra fine lozenge or four X sugar as it is also called, warm it up a little, then add ten pounds or more of hard fat, such as you will find advertised in the Journal for the purpose, let the melanger run several hours, see if the coating is thin enough by trying a few pieces and if too thick add more fat. We are unable to give you the exact quantity as cocoa powder varies considerably.

TAFFY.

C. J. C. Co.: We don't know of any remedy for your trouble unless you cook a little higher in warm or moist weather. Use only half a pound of salt and add the flour, when the batch is nearly down. Place the flour in a pan, mix about one pound of the butter with the flour, and dip out enough of the batch to mix with the flour and butter to get a smooth paste, mix well through the batch and finish. Good butter is always best, but you can easily use cocoanut fat. There are different grades of this on the market, and by looking at the advertisements in the Journal you will find what you want.

GRAINED SUGAR TOYS IN WATER MOLDS

C. C. K.: When using molds for the first time, after they have been stored away for a year, they should be soaked in lukewarm water overnight, and washed and brushed out clean, else you will always have dirty looking toys; while the beauty of these goods is their snow-white appearance. Now when the molds are in good shape you can proceed with the cooking. We will give you a formula for a small batch, and you can change to suit yourself. A bonbon pan with a large spout and a flat bottom is best for this work. Place into such a pan twelve pounds of best white A. sugar, add one quart and one pint of water, about five drops of acetic acid, no more, set on good fire and stir until the sugar is dissolved, wash down the sides of the pan and cook to about two hundred and forty degrees, lift off the fire and let rest for a minute or two, then with a small spatula grain the sugar a little by rubbing some of the sugar against the side of the pan, stir this white sugar carefully into the clear sugar until it has a milky appearance. Meanwhile have the mold drained and put in position, fill up the molds, and when the sugar has formed a crust on top, break the crust and turn the mold up to allow the liquid to run out into a pan. Set the mold on an iron bar only on one side, in order to allow the air to cool off the figure. After about ten or fifteen minutes the figure should be solid enough. Open the mold carefully and lift out the figure, which you may then run quickly through cold water, by doing this the figure will show some gloss, although this is not absolutely necessary. For large pieces you may cook the syrup two or three degrees higher. Decorate them to suit your taste.

ICING

E. E. A.: No. 1. Soak one-half pound of egg albumen with three pints of water overnight, stir it up well in the morning, place it into the beater, add gradually from twelve to fourteen pounds of fine icing sugar, and beat until white and light. Put the icing into large pan, and cover with damp cloth. When the icing is too stiff, add a little cold water. No. 2. Dissolve two ounces of granulated gelatine in four quarts of hot water. Add two pounds of bonbon cream and stir until thoroughly mixed, add eighteen pounds powdered sugar. Beat all together to a good stiff paste. Dip squares or bars in this and lay on a wire sieve to drain a few minutes. Then lay on wax paper in trays to dry. No. 3. Dissolve half a pound of gelatine in warm water. When cold, or nearly cold, beat it up well to a stiff froth. Meanwhile, cook fifteen pounds of sugar, with about three

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pints of water to two hundred and thirty-eight degrees, and pour this gradually over the gelatine in the beater, run the beater at medium speed, and stop when the icing is nearly cold.

COATING

L. H.: You can coat bars or anything else with thinly melted bonbon cream, or else use the icing No. 1 published in this number. Your other question, "Which comes first in the making of candy; the taste or the looks?" We answer by saying that appearance comes first. The palate is tempted through the appearance of the piece, but the candy must taste as good as it looks.

NUT ROLL CENTRE

G. O. B.: Place into a copper pan fifteen pounds of sugar, two pounds of corn syrup, one pound of caramel paste, one gallon of cream. Cook this to two hundred and forty-two degrees, set off, add one pound of butter, stir it in well, then stir the batch until it gets cloudy, sprinkle slab with starch and pour out, let rest about twenty minutes, fold it up several times until it is nearly cold, then roll out in club shape about twelve inches long, lay them on starch in order to keep their shape. When cold brush them off well, dip in caramel and roll in whole pecan nuts, mixed with crushed nuts. The crushed nuts will fill out empty or bare spaces.

B. Mfg. Co.: In order to give you a proper answer it would be necessary for you to send us a finished or unfinished sample of your chocolate tablets. There are three different ways of running up medicated goods, containing chocolate. We suppose that you are using a power-revolving pan, as hand work would not do for this purpose.

JAPANESE JELLY

The R. C. Co.: Soak overnight half a pound of white japanese gelatine in 4 quarts water. Next day place the gelatine into a small copper pan, set the pan on low fire and stir constantly till the gelatine is dissolved; let boil a few minutes, then strain through a fine sieve, add 12½ pounds of sugar, set on the fire again, and stir and cook to a good thread; add 7½ pounds of corn syrup, mix well on the fire, but do not let boil; set off to rest a little while, remove the scum, flavor, color, and add a pinch of tartaric acid, line a tray bottom and sides with paper, and pour the jelly into the tray, set aside until next day. Now dampen the top with a clean piece of muslin, and throw fine granulated sugar over the batch, turn the tray upside down, wet the paper, then pull off the paper and throw fine sugar over the sheet also, cut into squares or oblong, roll in sugar, sift off the surplus sugar, let dry a little, and the jellies are ready for sale.

BANANAS

S. J. L.: The banana is not fit for preserving. It has been tried in different ways, but the result was always unsatisfactory, for the fruit, by repeated boiling, either shrinks or turns into mush and loses all its delicious flavor. Banana has no body like other fruits, and it is only a waste of time to try preserving them, unless you want to use it right away; then you may turn out a fair article by stewing sound bananas for a few minutes in syrup, drain and coat them at once; but you will never be able to preserve bananas to keep any length of time.

CREAM FOR SOFT CENTERS

E. E. S.: Cook twenty-five pounds of sugar with 3 quarts water and a small teaspoonful of cream of tartar to 242 degrees, pour on damp marble, and when nearly cold turn like any other cream; cover with a heavy sheet of damp cloth for half an hour, then knead down like bread dough, flavor at will. This is for hand-rolled cream. By adding 1 pound of best table butter, you will have the celebrated butter creams.

A better result for soft centers is obtained when the cream is melted and cast in starch. The centers will not only keep soft a longer time, but one can make a large variety of chocolate creams.

Another Method: Place into a copper pan 20 pounds of sugar, 4 pounds of corn syrup, 2 quarts of cream, little water, set on the fire and cook and stir to 234 degrees, add 6 ounces of glycerine, cook and stir to 238 to 240 degrees, pour on damp marble, cool and finish like any other cream.

French Cream: Place into a copper pan 18 pounds of sugar, 2¼ quarts of water, 1 tablespoonful of acetic acid No. 36. Cook on the fire to 244 degrees, pour on wet marble, let cool; beat 1 dozen whites of egg very stiff, pour eggs over batch while working same, when the eggs are worked in well, pour over the batch 5 ounces of glycerine, put away, cover well with cloth.

H. H. RANKIN and Wm. M. Fox have organized the firm of H. H. Rankin & Co., at Carthage, N. Y., and will conduct a wholesale confectionery and tobacco business. Both men are experienced.

THE two-story building at 921 Broad street, Newark, N. J., has been leased for a period of twenty-one years by G. S. Sparks for his nut-candy shop, which is now located at 889 Broad street. Possession will be taken when the present lease on the property expires, about two years hence. After extensive alterations the new lessor will occupy the building as a confectionery shop and lunch room.

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Help Wanted—Male

WANTED — CANDYMAKER FOR first-class retail store; state experience, wages expected and give references. Address S 28, care Confectioners Journal. 568

WANTED — CANDYMAKER, MUST be good on soft lozenges and thoroughly understand lozenge machine. State salary and where last employed. Address P 28, care Confectioners Journal. 568

WANTED — COMPETENT SALES manager for small but well established candy factory in central states. Opportunity to secure interest in business for right party. Address E 28, care Confectioners Journal. 568

WANTED—PRACTICAL SUPERINtendent to take charge of the manufacturing end of our business. The man who secures this position must convince us of his ability to handle the help under him, as well as secure satisfactory results along manufacturing and productive lines. Do not answer this ad unless you are thoroughly capable. Submit the names of present and past employers, covering a period of at least five years. Also advise us regarding your ideas of compensation. Address B 28, care Confectioners Journal. 568

WANTED — A GOOD, RELIABLE hard goods candymaker that is capable of taking charge of factory and producing quality goods and original pieces. Prefer one who could invest small amount of money in order that he might become directly interested. State age, experience and salary expected to start with. Good opportunity for the right man. Address A 26, care Confectioners Journal. 568

CANDY MAKER WANTED — EXperienced with open fire cooking (wholesale). Exceptional opportunity for first-class workman possessing initiative. Prefer one located in or near New York. State wages and references. Address Candy Maker, Box 403, City Hall Station, New York City. 568, 61

WANTED—FOR NEW YORK FACtory, working foreman for gum, marshmallow and nougat department. Must be experienced on very fine work and able to manage help. State experience, age and salary expected. Steady position with first-class house. Address D 32, care Confectioners Journal. 568

Situations Wanted—Male

PRACTICAL CANDY MAKER wants position, experienced superintendent, capable of making any line or grade of chocolates and candies desired, giving proper instructions and supervision, so as to maintain quality, uniformity and production. Thoroughly familiar with modern equipment and costs. Address O 28, care Confectioners Journal. 568

WANTED—POSITION AS SUPERintendent or working foreman by all-around candymaker, hard goods preferred; 25 years' experience, 10 years as a superintendent. Can furnish references. Geo. W. Davidson, 408 W. Fourth St., Oklahoma City, Okla. 568, 59

Situations Wanted—Male

WANTED—POSITION AS SUPERintendent or working foreman where ability, integrity and aggressiveness will be appreciated. Especially good on fruit centre chocolates, as well as hard goods and fudges. Western job preferred. Address N 28, care Confectioners Journal. 568

SITUATION WANTED BY PRACtical, experienced candymaker on full line of the highest grade candies; fifteen years' experience. American. Address J 28, care Confectioners Journal. 568

SITUATION WANTED — FIRSTclass all-around candymaker and enrober man wishes position as working foreman; middle west preferred. Address H 28, care Confectioners Journal 568

SITUATION WANTED BY FIRSTclass cream and M. M. man; Illinois or Missouri preferred. Address G 28, care Confectioners Journal. 568

SALESMANAGER OF MANY years' experience, personally acquainted with jobbers and manufacturers in middle and western territory, wishes connection with large manufacturer. Capable of producing results. References exchanged. Address F 28, care Confectioners Journal. 568

YOUNG MAN, EXPERIENCED IN chemistry, is desirous of obtaining a place in the laboratory of a confectionery or chocolate factory. Address C 28, care Confectioners Journal. 568

SITUATION WANTED BY CHOCOlate man who knows the game thoroughly. No bluff. Can roll up sleeves and show other fellow. Knows French, German and American machinery; also Swiss method of making milk chocolate. Can show and prove facts. Open after July first. Address E 26, care Confectioners Journal. 568

WANTED — POSITION BY ALLaround man on cream, gum and marshmallow and jellies, etc.; best references. Address B 30, care Confectioners Journal. 568

WANTED — POSITION BY ALLaround man on hard goods, nougats, fudge, etc.; 22 years' experience. Address C 30, care Confectioners Journal. 568

POSITION WANTED BY HARD goods foreman; 20 years' experience; reliable and hustler. Capable taking charge of small factory. West or middle west preferred. Address G 30, care Confectioners Journal. 568

CHOCOLATE SUPERINTENDENT, long experienced, desires to make change; produce best and finest chocolate coating; bar goods; liquors; cocoa; bean up. Understand perfectly all chocolate machinery; handling help; figuring costs, etc. Go anywhere. American, married. Age 42. Address N 30, care Confectioners Journal. 568

SITUATION WANTED BY FIRSTclass candymaker, wholesale or retail; 25 years' experience. Address M 30, care Confectioners Journal. 568

Situations Wanted—Male

WANTED—POSITION AS WORKing foreman in small modern factory. Eighteen years' experience in largest house making hard candies, cream, gum, jelly, caramel, nougat, etc.; can handle help to good advantage. Address J 30, care Confectioners Journal. 568

SUPERINTENDENT, PRACTICAL candy maker, desires position; twenty years' experience, production end; modern methods and up-to-date ideas in handling large outputs and with very broad experience on general lines of high-class and popular-priced candy; can handle help to good advantage. Address K 30, care Confectioners Journal. 568

RETAIL CANDYMAKER WANTS position; expert on chocolates, bon bons, caramels, fudge, marshmallows and hard satin finish goods. Best references. Address S 30, care Confectioners Journal. 568

FOREMAN WISHES POSITION — 30 years' experience. Has practical knowledge of creams, fine goods, nougat, high grade and cheap. A. B. gum work, clear medicated jujubes, real Turkish paste. Good references from best houses. Always had charge of floor. Can handle help and machinery. Only those who need first-class man need answer. New York preferred. Address R 30, care Confectioners Journal. 568

SITUATION WANTED BY CANDY and ice cream maker. First class on all kinds high-grade gloss counter goods, fine cream centers, bon bons, high-grade gloss hard candies, French nougats, fudges, nougatines, caramels, taffies, and all kinds American and French ice creams and all kinds water ices and sherbets. Steady and reliable. Address E 32, care Confectioners Journal. 568

Salesmen Wanted

SALESMAN
FOR CHOCOLATE COATING

A manufacturer of high grade chocolate coating is looking for a salesman. These are the essentials by which he will qualify for the position: First—experience over a period of years and wide trade acquaintance. Second—a record of successful performance. Third—a good reputation for ability and integrity.

He must be a "coating man." No one without coating experience need apply.

His compensation will be a good salary and participation in the profits.

Application by letter only. Give age, experience and references.

H. K. McCANN COMPANY
Room 1306
61 Broadway **New York, N. Y.**
568, 40

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Salesmen Wanted

CHOCOLATE COATING SALESMEN —Two salesmen to sell coatings and liquors to the manufacturing trade—one for Wisconsin, Minnesota, North and South Dakota, Nebraska and Iowa—one for Indiana, Illinois, Missouri, Kansas and Colorado. One of the largest houses in this line will consider applications from men who have had an actual experience in selling coatings. Applications will be treated as confidential if desired. Address U 28, care Confectioners Journal. 568

SALESMAN WANTED—SALESMAN to sell a full line of chocolates in packages, bulk and novelties to retailers and wholesalers in New York State. A man living around Kingston or Albany, with an acquaintance preferred. Drawing account against commission. Address D 28, care Confectioners Journal. 568

WANTED—CANDY SALESMAN TO take one-third interest in corporation manufacturing hand-dipped chocolates. Allen & Andrews, Corning, N. Y. 568, 30

SALESMAN ACQUAINTED WITH buyers and who can obtain orders for sales and order books, can make favorable commission arrangements with leading Chicago concern in this line. Chicago Sales Book Company, 337 W. Madison St., Chicago. 565 tf, 24

WANTED — SALESMEN CALLING on the retail fancy box candy trade in the following territories: Michigan, Pennsylvania and New York, to sell my Martha-Ann Fruit Cake. Only men representing large well-known candy firms and having well-established trade and large earning capacity need apply. My product is the most expensive and delicious confection made. Replies confidential. Grace A. Rush, Hyde Park, Cincinnati, Ohio. 567 tf, 25

WANTED—SALESMAN FAMILIAR with selling of chocolate products to represent an established chocolate company in Pennsylvania and New York State territories. Replies confidential. Address O 26, care Confectioners Journal. 568

ATTENTION — CANDY BROKERS and Salesmen—We want some real live brokers and salesmen to handle our strictly high-grade chocolates, both pail specialties and fancy boxes. Firm established over fifteen years and with wide reputation. Territories are limited, so write immediately if interested. Address C 26, care Confectioners Journal. 568

WANTED—CANDY SALESMEN OR brokers of the highest type well acquainted with the trade in the Pittsburgh and Minneapolis territories, to represent on a brokerage basis an old established manufacturer of fine quality popular priced staple candies. Write fully regarding your connections and experience. Address D 30, care Confectioners Journal. 568

WANTED—SALESMEN—WE HAVE some territory open for a few good live men. Strictly commission basis. Only men who can produce results are worth while. Let us know what territory you cover. Address O 30, care Confectioners Journal. 568

Salesmen Wanted

SIDE LINES SALESMEN WANTED on commission basis by Mount Joy Chocolate and Confectionery Company, Mount Joy, Pa. We offer permanent connection and excellent opportunity to the right man selling the finest chocolate coated almonds made. Write us fully, stating your experience, present connections, territory and references. 568, 75

SALESMEN — A WELL KNOWN reputable house manufacturing primary and secondary certified food colors, also an excellent line of flavoring specialties, essential oils, etc., is anxious to get in touch with men who have a following among the manufacturing trade. Address U 30, care Confectioners Journal. 568

WANTED — SALESMEN TO HANdle large line of penny suckers and sticks; commission basis. Address T 30, care Confectioners Journal. 568

OPENING FOR COATING SALESman with one of the oldest and largest chocolate manufacturers. Young man preferred. State experience and income expected. Replies held in strict confidence. Address C 32, care Confectioners Journal. 568

Specialties Wanted

OLD LINE SALESMAN CALLING on the jobbing trade regularly, West Virginia, Maryland, Virginia and Washington, D. C., wants good line penny chocolates, pail goods and nickel sellers, regular five per cent. commission basis. Address A 28, care Confectioners Journal. 565, 12 M

IF YOU WANT GOOD SALES RESults quick, from the best New England jobbers, write D. A. Stevens, 18 Ogden street, Providence, R. I., former Sales Manager Massachusetts Chocolate Co. 568, 15

WANTED — PAIL SPECIALTIES, pan work, penny goods, 5c bar lines, candy novelties, glass novelties. Guaranteed results. The best representation to be had in Louisiana and Southern Mississippi. Address G 26, care Confectioners Journal. 568-9

SALESMAN, COVERING GREATER New York and New England for over ten years, desires connection with house manufacturing a complete line of penny goods. Address D 26, care Confectioners Journal. 568

WANTED—LINE QUALITY PENNY goods, pail and 5c sellers for states Maryland, District of Columbia, Virginia and West Virginia, by salesman with established trade in above territory. Address F 30, care Confectioners Journal. 568

SALESMAN COVERING PENNSYLvania, Eastern Ohio, Baltimore and Washington open for a real line. Well known to jobbers, department store and fine retail trade; 15 years with present line. Commission or good working basis. Only firms that expect to pay a real salesman need address A 32, care Confectioners Journal. 568

Specialties Wanted

SALESMAN — ACE HIGH PROducer open for general line of confectionery to jobbing and wholesale grocery trade for New England, Ohio and Michigan. For more information, address H 30, care Confectioners Journal. 568

I AM SEEKING ANOTHER HIGHgrade line or specialty for the New York Metropolitan District. Am qualified to represent you successfully because (1) have twelve years' experience, (2) enjoy both good-will and prestige of the trade, (3) know the business ethics of each jobber. This is a real opportunity for a manufacturer of quality products to obtain honest representation. Replies strictly confidential. Address L 30, care Confectioners Journal. 568

EXPERIENCED SALESMAN wants live candy line for jobbing trade, Metropolitan Philadelphia. Penny goods preferred. Address P 30, care Confectioners Journal. 568

Machinery for Sale

FOR SALE—ONE SUGAR PULverizer, Schultz-O'Neill Co.; 1 Cyclone sugar collector; 1 gas toasting oven, Thos. Mills & Bros.; 1 caramel cutter; 2 Racine caramel cutters (White); 2 bench rolling or reducing machines, Thos. Mills & Bros.; 1 noiseless blower, 5-inch, Sturtevant Co.; 1 vacuum pump, Blake & Knowles; 1 cocoanut grinder, Thos. Mills & Bros., No. 3; 2 bakers' gas ovens, 5-in. by 29-in. by 30-in., Savage Bros.; metal pans; 6 truck racks for above; 2 nougat cutters, Racine Co.; 1 double unit sizing machine, Thos. Mills & Bros.; 108 non-slip pans, Thos. Mills & Bros.; 1 drop roller (5½-in. extra rolls), Thos. Mills & Bros.; 5 stirring and tilting kettles, Chas. Holmberg Co.; 2 tilting kettles, steam jacketed; 1 marshmallow beater, Savage Bros.; 1 coating machine, National Equipment Co.; 4 enrober racks; 1 bar wrapping machine, Amer. Machinery and Equip. Corp.; 1 Jap cutter No. 1, Thos. Mills & Bros.; 2 cold water slabs; marble slabs and tables; copper jacketed kettles, with and without coils, many sizes; hand copper kettles, various sizes. For fuller particulars, address Lane Machine Company, P. O. Box 1775, Boston, Mass. 568, 51

FOR SALE—TWO MILLS NO. 6 sheet steel stoves for coal or coke; in A-1 condition. These have been used only two months. Emmerling Brothers, 102 Horner street, Johnstown, Pa. 568-9, 37

FOR SALE—STANDARD SPRINGfield coating machine, Kihlgren system, 300 lb. steam chocolate melting kettle, Wood "Simplex" Springfield starch buck, No. 2 Springfield cream depositor, caramel sizer, caramel cutter, Racine marshmallow beater, 2 cooling tables, Racine hand starch printer, 4 cooking furnaces, 2 24-inch copper cooking kettles, tray lifting truck, 35 starch mould boards with moulds mounted, crystallizing pans, 4 placque tray trucks, 400 placque trays, 400 starch trays, etc. All in first-class condition; used less than one year. Address L 28, care Confectioners Journal. 568

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Machinery for Sale

FOR SALE—ONE NEW CAREY horizontal cocoa butter press, purchased by us from the National Equipment Company. This press is in first-class condition and has never been used, as we have more presses than we need. The Sanpeco Chocolate Products Company, Boston, Mass. 568, 41

MAKE YOUR OWN BOXES—FOR sale, two wide extension edge Stokes & Smith box wrapping machines (new) at a sacrifice. Write us. Glens Falls Paper Products Company, Glens Falls, N. Y. 568, 39

FOR SALE—ONE MODEL K KISS wrapping machine and two sample cases, in fine condition. J. E. Nokes, 522 Fronheiser street, Johnstown, Pa. 568, 45

FOR SALE—ONE 30-GALLON COPper steam jacketed kettle; 1 Champion basket chocolate dipping machine; 1 Greer chocolate cooler and conveyor; 4 chocolate melting and mixing kettles; 1 70-lb. Day marshmallow beater; 1 2½-barrel dough mixer; 1 York batch warmer. Have a number of other candy machines. Kindly let me know what you are looking for. **John P. Annen, 366 West Oak Street, Chicago.** 568, 23

FOR SALE—TWO MILLER BRINE ice cream machines, first-class order; 1 ice crusher (steam); 2 ice cream tub machines (40 quarts); first-class order. Address L 26, care Confectioners Journal. 568

FOR SALE — CHASERS FOR chocolate work; also 20 in. by 30 in. stone mill. P. F. Campbell, 55 Laurel street, Philadelphia, Pa. 568, 19

FOR SALE—ONE MILLS COCOAnut ball machine and sizer; 1 power drop frame; 3 electric chocolate dipping tables, 10-girl capacity each; 1 lot marble and slate slabs; 1 Fowler & Rockwell No. 4 dough mixer, jacketed; 1 hand power chocolate wafer press and tins. Address J 26, care Confectioners Journal. 568

FOR SALE—THIRTY REVOLVING pans, 38 inches, with steam. Address H 26, care Confectioners Journal. 568-9

CANDY FACTORY MACHINERY located in the heart of the southwest for sale, whole or part: Coating machine, two pans; chocolate mixer; sucker machine; slabs; nougat cutter. Address F 26, care Confectioners Journal. 568

FOR SALE—CRETORS DE LUXE model gas electric peanut and popcorn machine; 1 C-H electric chocolate warmer and 1 C-H side pan for same; 1 Mills fruit drop frame and 1 set of rollers; 1 Mills Jackson ball cutter; 1 Mills perfect pecan cracker. All as good as new—used less than one year. For sale at less than half cost. Nelson Crews, 408 Main street, Columbus, Miss. 568-9, 7

FOR SALE—ONE ROTARY AUTOmatic cone machine, fully equipped with motor, batter mixer and all machinery necessary for the manufacture of cones, capacity 4320 cones per hour. C. C. Lamb, 3000 Kensington avenue, Richmond, Va. 568, 1

Machinery for Sale

FOR SALE—MACHINES, ALL IN good work order: Springfield coating machine, Kilgren system, automatic feeder; complete refrigerating plant; horizontal engine; No. 3 all-steel baling press; copper steam jacket kettles, with and without power agitators; chocolate melters; Mogul-Racine starch sifters; dough mixer—Werner syrup cooler; Empire No. 1 starch cleaner, 38-in. Holmber revolving pan; Savage marshmallow beaters; 36 and 96 water cooling steel slabs; marble slabs, egg beater—sample cases; iron plate heating tables; fancy braid machine; lump cutting machine—square stick machine; blowers; Saxmayer bundle tyer; Advance all-nickel silver gelatine dissolver; addressograph—International time clock; scales—fudge boards and rack; starch boards—chocolate dipping boards for enrobers; tanks—cream tubs; transmission—trucks—tools. What are you interested in? Write us, as we have a lot of items not listed. Royal Candy Co., 1017 Clybourn street, Milwaukee, Wis. 568-9-0, 9

FOR SALE—MILLS POWER DROP frame and rolls; sizers; Mills tilting copper mixer; buttercup cutting machines; crystallizing outfit; starch trays; one 10, one 15, one 100 h. p. steam engine; 15-ton ice machine. D. Auerbach & Sons, 11th avenue, 46-47th streets, New York City. 568, 68

Machinery Wanted

WANTED — DAYTON OR BALL cream beater, belt or motor driven; any size. Address M 28, care Confectioners Journal. 568

WANTED—ONE CREAM COOLER and beater; cream mixing kettle, "steam," and marshmallow beater; must be A-1 condition. Allen & Andrews, Manufacturers of A. & A. Chocolates, Corning, N. Y. 568, 31

WANTED — GOOD SECOND-HAND enrober with automatic feeder, preferably with stringer. State manufacturer's number on machine. Address P 26, care Confectioners Journal. 566tf

WANTED — SAVAGE BROTHERS' fire mixers. Address M 26, care Confectioners Journal. 568

WANTED — TWO CONGE MAchines. Would prefer jacket heating. Address B 26, care Confectioners Journal. 568

WANTED—200-GALLON GUM KETtle; 2500 starch boards. Address B 32, care Confectioners Journal. 568

For Sale

FOR SALE—SMALL CANDY FACtory, manufacturing chocolate creams, marshmallow goods, caramels, chocolate-coated nuts and fruits. Average business $75,000 per year. Located in Cleveland, Ohio. Address T 28, care Confectioners Journal. 568

For Sale

FOR SALE—ONE OF THE BEST retail confectionery and ice cream businesses in the State of West Virginia. Did a business last year of $35,000. Owner has other business in Pennsylvania. Don't answer unless you have the ready cash. Will stand investigation. Address A 30, care Confectioners Journal. 568

FOR SALE—SMALL CANDY FACtory located in northwestern Ohio city of 45,000 population. Completely equipped with latest machinery and tools, in use less than one year, including Springfield coating machine, Kihlgren system; steam chocolate melting kettle, Simplex starch buck, cream depositor, marshmallow beater, cooling tables, hand printer, etc. Building under lease, low rent for four years. Splendid opportunity. Fine territory. Address K 28, care Confectioners Journal. 568

ICE CREAM CONE PLANT FOR the manufacture of hand-rolled and pressed cone **for sale.** Price right. Onondago Cone Co., Syracuse, N. Y. 568, 12

CANDY KITCHEN FOR SALE—LOcated in southern college town of 12,000. Well located, doing good business. One thousand dollars will handle it. Established eight years. Must sell on account of bad health. Nelson Crews, 408 Main street, Columbus, Miss. 568-9, 8

FOR SALE—SMALL CANDY PLANT, fully equipped, 1 Standard Springfield coating machine, with 2 300-lb. chocolate melting kettles, new; C-H dipping pans, dipping tables, nougat cutter, 5 ft.; ball beater, 4 stoves with blowers, 2 steel slabs, marbles, marshmallow beater, special depositor for cocoanut work, 18-inch sizer, peanut roaster, pans, batch warmers, copper kettles, starch boards, boxes, bags, foil wrappers, office furniture—for sale separately or as a going business; located near New York. Address E 30, care Confectioners Journal. 568

AN OLD ESTABLISHED JOBBING business for sale at a bargain; has an extensive route and a large and profitable following; will pay at the start $50.00 clear. Ill health the only reason for selling. Will sell the good-will, route and Ford truck for $500.00 cash, and the purchaser may buy all or part of stock in hand at cost. Further particulars on application. Can be seen any evening. Star Candy Company, 456 Hudson street, Gloucester City, N. J. 568, 84

FOR SALE—CONFECTIONERY, DOing a good business, one of the best places in the best town in the country. For a quick sale will take $10,000. Other business the reason for reduction in price. Curry's, 405 E. Douglas Ave., Wichita, Kan. 568, 82

FOR SALE—CONFECTIONERY AND ice cream parlor, one of the best locations in northwest section of Chicago. Also good stand for light luncheons. Seven years established. Ill health reason for selling. Price $9,000. Address F 32, care Confectioners Journal. 568

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For Sale

FOR SALE—OLDEST ESTABLISHED confectionery and candy kitchen in thriving city of 18,000; $7,500 will handle. Address Busy Bee Confectionery, Shawnee, Oklahoma. 568, 67

Want to Purchase

WANTED TO BUY—RETAIL CANDY and ice cream business with shop, or will buy half interest in good paying business. Address R 28, care Confectioners Journal 568

Agents Wanted

WANTED — BROKERS, JOBBERS, specialty men to sell best candy of its kind—make us prove it. Send for samples and details. Address Arctic Ice Cream Co., Detroit, Mich. Candy Dept. 568, 58

WANTED—BROKERS AND COMmission men, calling on wholesale grocers and legitimate candy jobbers, to handle our banquet all cocoanut bon bons. All states but Iowa open. Our bon bons are guaranteed and prices are right. Address P 30, care Confectioners Journal. 568

Miscellaneous

FOR SALE—600 POUNDS WAX paper, white, in rolls 1⅞ inches wide, for caramel or gum wrapping machine; 6 cents pound. Will buy cash registers, computing scales, anything; give price, size and particulars. Kaplan, 137 Summer street, Boston, Mass. 568, 6

Business Chances

HAVE $15,000.00 CASH TO INVEST in a good established confectionery store, in a town not larger than 50,000. Inquire at the Sugar Bowl, Massillon, Ohio. 568, 80

JUST because you buy certain stock well in advance for future delivery, don't let that keep you from watching the market for good values in immediate delivery stock.

EVERY time you neglect your window to the extent of leaving it empty for one day, you lose sales opportunities. You may lose a valuable prospective customer just in that way.

HAVE you been postponing remodeling your windows and store front for lack of the ready money? It is probable that it will pay you to borrow money for that purpose.

EVERY salesperson in the store should be watching for the opportunity to co-operate with the window display in interesting visitors in the goods shown at the time.

WHEN you see a house advertising something new in the trade paper, don't hesitate to investigate and perhaps order a sample. You need new, salable goods as much as that house needs customers.

WHEN you are buying, give one ear to the salesman, but keep the other open for the voices that express the opinions of the prospective purchasers of such lines of goods.

THE merchant who buys with regard for what his cash and credit are today, instead of thinking of what he hopes they will be when the bills come due, will be the one to meet his payments promptly.

IT IS a wise clerk who favors the store that gives him protection by its cash system against possibility of blame for shortage in the receipts.

Stafford Mathews has opened his new Chocolate Shoppe on West Long avenue, Dubois, Pa.

Morse Whiting and Albert Burkle will open a new confectionery store at Warwood, West Va.

Francis Foley has opened a new confectionery store on Eleventh street, New Castle, Pa.

Agnes M. Mears has moved her confectionery business from 276 High street, Holyoke, Mass., to 238 Maple street.

Joseph Gallant will open a new confectionery and cigar store on Main street, Gloucester, Mass.

Clarence G. and Arthur Dahl have bought the confectionery business of Charnstron & Larson, Montivideo, Minn.

The new Butterfly confectionery store has opened for business at Fourth and Monroe streets, Springfield, Ill.

Gratton D. Little purchased the Burke confectionery business on Fifth street, Eureka, Calif.

Harold F. Gens has opened a new confectionery store at 173 Essex street, Lawrence, Mass.

James J. Duffy opened his new confectionery store at Hope and State streets, Bristol, R. I.

A. Calami purchased the confectionery and fruit business of Antonio Pompey on High street, Clinton, Mass.

The Honey Bee Candy Shop will open for business at Carlinville, Ill.

Frederick W. Johnson bought a confectionery business at Faribault, Minn.

Wm. Maruska and Edwin F. Rynda will open a confectionery business at New Prague, Minn.

F. O. Edwards has engaged in the confectionery, etc., business, at Rochester, Minn.

R. E. Wilsey, confectionery, St. James, Minn., sold out to F. E. McShane.

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A' Th' Lassies Will Be Loving A' Th' Laddies

Mony the man has won a fair queen with a nip or two o' Honey Scotch.

Mony the candy man has made mony a friend selling Honey Scotch.

'Cause The Flavor Lingers.



Ten tasty bits, each in its own wrapper. Fresh as the mountain dew, pure as the heather—and all for a nickel.

Honey Scotch has made good for jobbers everywhere, because it is in demand twelve months out of the year and because it **repeats!**

Sold by jobbers from coast to coast and from Minneapolis to New Orleans. Samples and prices cheerfully submitted.

J. N. COLLINS CO.
Minneapolis, Minn.

If You Escaped

THANK your prudence and good sense if you have not been lured, to your loss, through entrusting your savings to speculative concerns which have long juggled with other people's money and got away with it, but have now, in so many instances, come to the time of reckoning! Be glad if you have been satisfied to keep your spare cash in the hands of real bankers and reputable saving funds!

When Candy Helped Exploration

IT is related in the *Geographic Magazine,* that the members of the scientific expedition, sent out in the interest of that publication to explore and uncover the pre-historic ruins of Arizona, had much difficulty in getting work out of the Indians until they hit upon the expedient of rewarding diligence with candy. A supply of five-cent bags of gumdrops did the trick. A nickel, thus invested, was good for a day's digging, at top speed, with gratifying results in the cause of research.

Romance In Advertising

WIDELY read American newspapers have quoted the opinion that there is "romance in advertising," uttered to a gathering of English journalists by Sir Harold V. Mackintosh, head of a British firm of toffee manufacturers. He said:

"Advertising is as necessary to the modern business as raw material. And the strange thing is nobody pays the advertising bill. The bill of my own firm during the last thirty years has been something like half a million pounds for newspaper advertising alone and our total selling costs today are less than they were twenty-five years ago. They are probably less than those of any of our competitors who may not spend a penny in advertising.

"That is a remarkable thing, but, nevertheless, it is true. Nobody does pay the advertising bill, if it is rightly done, for by increasing production and lessening overhead expenses and general selling costs advertising really gets thrown in.

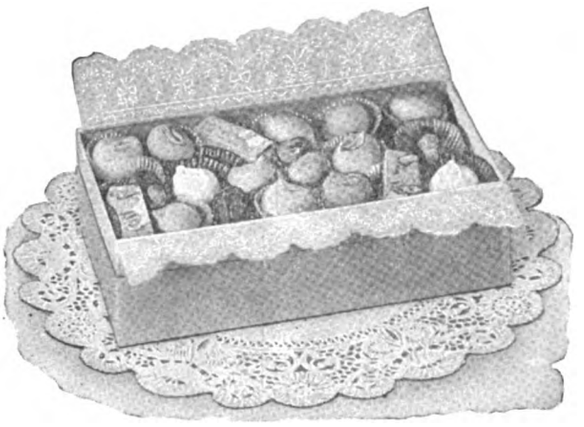
"I find advertising the most interesting part of my business, and I turn to it when I am 'fed up' with other things. If more business advertising were done, there would be less talk of business dullness and of getting out of it at the earliest possible moment. Advertising makes business a great game instead of a routine, and no business can succeed unless it is taken in the spirit of a game."

Sir Harold concluded by saying that every day he has surprising evidence that the public read advertisements. He mentioned a series of drawings done for his firm by a well known comic artist. The artist's pencil had missed a stroke or two and the consequence was no fewer than forty persons wrote pointing that a lady in the picture appeared to have no arm.

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NATIONAL U.S.A. COLORS

"Pretty Near the Color" —isn't Near Enough.



WHEN you use "National" Color Blends in your products, you never have to be satisfied with *pretty near* the color you want. For "National" Blends are made in such a wide range of shades that they meet every demand of the users of Certified Food Colors. In all, there are 27 distinct shades —10 different reds, 2 blues, 2 greens, 3 browns, 5 yellows, 2 oranges, and 3 purples.

Moreover, every one of these 27 "National" Blends is standardized as to shade, brilliancy and strength, thus insuring uniformity, year after year, in the appearance of the product in which it is used.

Each batch of "National" Food Colors, whether a Primary or a Blend, is certified to and tested by the U. S. Department of Agriculture, Bureau of Chemistry. And every package sold is sealed at the factory and stamped with the Government lot number.

So in "National' Blends you get not only the exact shades you desire and absolute uniformity in those shades, but you also have the protection of official certification with its positive assurance of purity.

Many difficult color problems submitted to us by users of "National" Colors, are being constantly solved by our food color experts. We gladly place this technical service at your disposal without cost.

***"National" Blends** (certified)*

most popular in the Candy and Confectionery Trade

Ceylene.....Raspberry Red
Rubaline.....Currant Red
Sulta.....Strawberry Red
Benga.....Fruit Red
Burno.....Red Orange
Sitro .....Lemon
Toki.....Yellow Orange
Rosea.....Rose Pink
Carnata.....Carnation Pink
Solona.....Dark Yellow
Borderine.American Beauty
Myrtine....Pistachio Green
Celetine .....Blue
Plumna .....Plum



Leading supply houses and jobbers sell "National" Certified Food Colors—insist on getting them

Be sure to inspect the "National" exhibit, Booth 66-67, at the Confectionery Exposition, Chicago Coliseum, week of May 22.

National Aniline and Chemical Company, Inc.

New York Chicago Charlotte Toronto Philadelphia
Boston Hartford Montreal Providence San Francisco

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Two Conditions to Combat

LIFE is largely "A survival of the fittest," or as one modern philosopher has put it, "A survival of the fightest." Not that any of us would or should go about with a chip on our shoulder, but rather that we must be able and willing to stand for principle and to uphold the integrity of the fabric of our American life.

Business all over the country is feeling the reaction if not the direct impact of two conditions, either of which is wrong. The combination of these two conditions makes an all but insufferable situation sometimes. We, the American people, are long-suffering, indulgent, good-natured, and very likely to let matters drift until such a time as a big snowball has rolled up and we have something difficult to handle and of crushing force when met. It takes a lot to arouse us, but when we get aroused, look out!

The first of the conditions referred to is a disposition on the part of many to get what does not belong to them and what they have not honestly earned. Perhaps high wages and the ease with which luxuries have been compassed within the last three or four years, are responsible in a measure, for this disposition on the part of large numbers.

When workers will apply for a position, for example, and will frankly state that they do not expect to give their full capacity for service, or to do any more than they can get away with in return, one begins to question where the self-respect of that individual has gone.

In many instances, charges for trifling services are made which are out of all proportion to the value received. Again and again we are compelled to look such charges in the face, and to question whether the American conscience is becoming benumbed.

It seems increasingly evident that this desire to get more than one is justly entitled to, to run the knife in up to the hilt, and then to turn it around, is going to prove the act which in the end will kill the goose that has laid the golden egg. Already business is planning curtailments and new plans to sidestep the unbearable tariffs.

For example, one of the most profitable patrons of the railroad in times past has been the theatrical companies which were constantly on the road with large amounts of scenery and a good many people. Conditions have forced the rates up so as to make much of this travel impossible, and it has been seriously proposed that stock companies resident in populous centers, shall act the various parts with local scenery, only the star coming to fill in the leading part. This will mean that the transportation expenses of one person and without scenery will be substituted for that of a large number of people, with perhaps one or more carloads of scenery.

Similar devices and retrenchments are being worked out in a great many different lines. Perhaps in the end we will be benefited by the experience gained, but in the meantime a great many people will suffer during the process of readjustment.

The second condition to which reference has been made is the disposition to careless work. Within the week the writer has received three envelopes containing letters which said "Check enclosed," and in each of these three cases the check was missing; also within the same time bills for two transactions have been received, both of which were cash ones and settled at the time the goods were purchased.

Now there is no question in mind that these five errors were genuine mistakes, and no charge of intended dishonesty is lodged against anybody. In each case, it seems evident that the head of the business trusted the execution of details to employees who were not sufficiently interested or accurate to carry the work out to a successful finish.

Now these five errors were the cause of the loss of at least two hours and a half of time on the part of the writer, for five letters had to be written and the matter taken up and explained, and in one case several interviews have been given and the matter of the cash transaction has not been established clearly yet.

It is reasonable to suppose that a multitude of other and similar mistakes are being made, and if this is the case, it begins to be apparent how much of annoyance and loss the employers of such careless help are up against.

That is why I say that we must combat the two conditions of unfair charges and careless service, in order to bring our business organizations back to that seriousness of purpose which is the foundation of permanent prosperity. This is a more vital matter than may appear on the surface, and it is a condition upon which there must be united action in order to establish sound standards and principles.

* * * * *

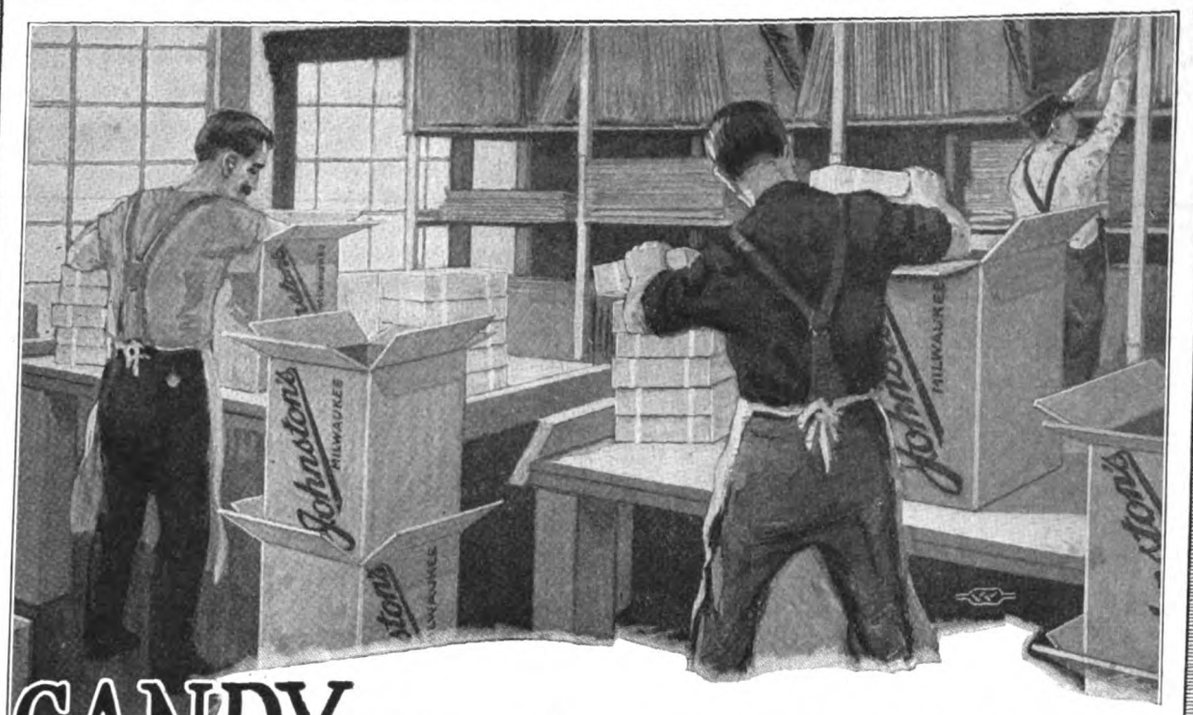
There is at the present time a marked disposition on the part of many to stand still and to mark time. This is not wise from a constructive standpoint, for most business authorities are agreed that we have touched bottom as far as the depression goes, and are now coming up slowly but surely.

In this case, and every indication bears out the belief, there should be a strong, sure hand on the business wheel. It is no time to wabble or to stall the engine by failure to supply sufficient gas when the business gears are shifted. There is no need to start off with a rush or by attempting to leap ahead in an unwarranted manner, but the wise business executive will begin to accelerate in order to keep ahead of the procession, and keeping ahead will be a matter of constant vigilance, close analysis of changing conditions, and courage to do the thing which ought to be done.

This is the time to examine your advertising ap-

(*Continued on page* 145)

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CANDY IN - Container Club Fibre

THE argument for putting 1 to 5 pounds of candy into an individual paper box is the same argument for putting all candy boxes into our fibre shipping containers. They ***both save the candy!***

Candy manufacturers tell us that fibre boxes made by our Members act, in a freight or express car, as shock-absorbers against all jolts and jars! In hot weather our corrugated board box, with its air spaces, acts as an insulator, and keeps out the heat! The candy rides safe! Moreover, on a score or more angles

Container Club Fibre Saves!

It saves you cash over wood at the start
It saves nine-tenths of your packing-room space
(See illustration above)
It saves the candy from jolt and jar damage
It saves freight costs for your customer
It saves your customer—FOR YOU!

It will pay you to see us this month at our "Space" at the

Candy Exposition in Chicago

Also to call at our office, 608 South Dearborn Street, and hear what our Members are doing for some big candy manufacturers; also about Container Club Service.

If you don't come to the "Show," *write us*—we'll gladly respond.

Address: **The Container Club**
Dept. T-4, 608 S. Dearborn St., Chicago

Quality Mark

[*Note: The Container Club is an Association of manufacturers—builders of CORRUGATED and SOLID fibre containers of very superior quality. Their individual plants—some forty in number—are located from Massachusetts to California*]

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WANTED!

DISTRIBUTORS

WHO CAN USE LARGE QUANTITIES OF FIVE-CENT CANDIES.

OLD ESTABLISHED MANUFACTURER HAS STAPLE LINE TO OFFER.

WILL ALSO MAKE UP A LINE UNDER YOUR BRAND OR DEVELOP YOUR IDEAS.

WRITE BOX N 26

CONFECTIONERS JOURNAL

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propriation and to map out a policy which will warrant a larger volume of business during the fall and winter. Don't think about it only—actually do it!

* * * * *

A business man who is part of a small organization, recently remarked that he could not see a very brilliant future ahead for his firm because of the lack of teamwork. Each man, proprietor and all, practically goes his own gait. Rarely are there conferences or earnest discussions as to what to do and how to co-operate to do it.

This gentleman expressed the belief that large organizations are much more likely to be systematic and efficient in matters of this kind than small businesses where the people are in close contact. Such people take it for granted that conferences to consider a given subject are unnecessary. On the other hand, the small organization has great need of the correct methods of procedure if it is ever to get out of the "small class" and into the grown-up group.

How about it? Is your organization as closely knit as it ought to be? Is there cohesion in its policy and teamwork in its action? Along this pathway lies success. This is as true where there are two men in the organization as where there are twenty or two hundred. In the period through which we are now passing the demand for such cohesion, such teamwork and such united effort is very urgent. Think about it!

News Items

The Flaherty Candy Co., Chicago, increased its capital stock from $2,400 to $20,000

M. Dillon plans to open a new confectionery store at West Jackson and North Madison Streets, Thomasville, Georgia.

Valentine Brothers, the Syracuse, N. Y., confectioners, plan to open a third store at 106 North Salina Street.

"Hole in the Wall" Candy Co., Salt Lake City, Utah, will open its third retail store at 6 West Second South Street.

A. D. Albright has opened a new confectionery store, his third, at Walnut and Asylum Streets, Knoxville, Tenn.

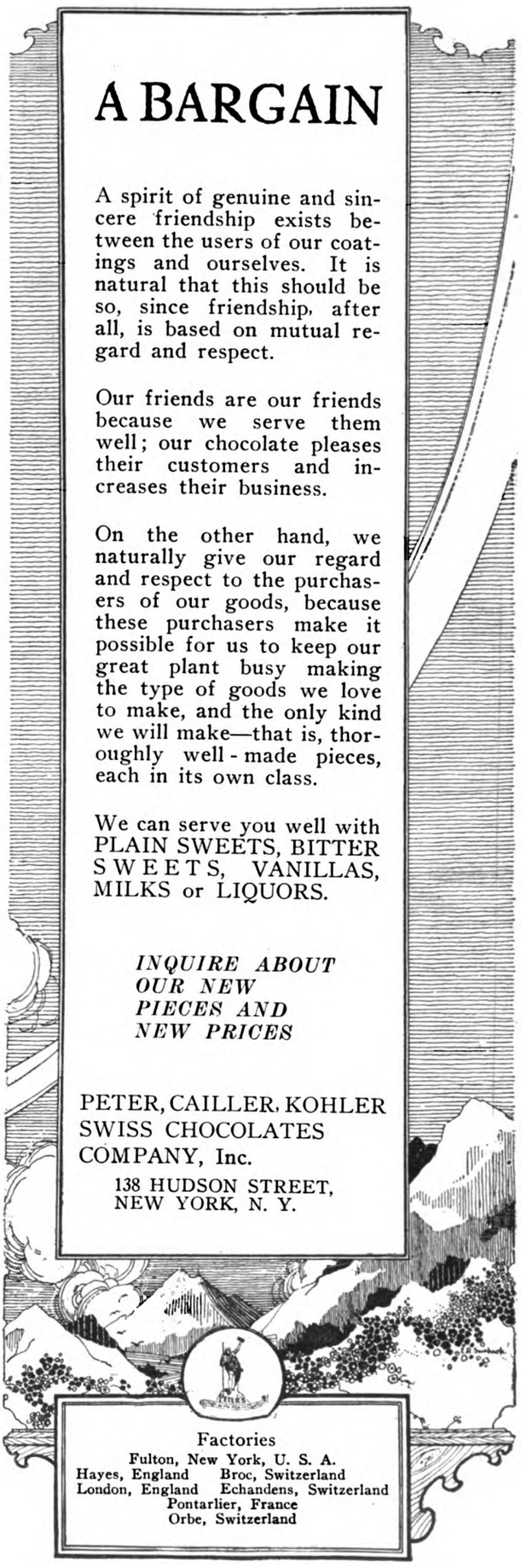
John Mirras bought the confectionery business of Thomas Thompson at Perry, New York.

Mayflower Candy and Nut Co., Columbus, Ohio, increased its capital stock from $100,000 to $200,000.

Mary Lincoln Candy Co. has opened a new store at 510-512 Locust Street, McKeesport, Penna.

Bulgaris & Alexopolis have opened a new candy store at Blue Hill Avenue and River Street, Boston, Mass.

Grady H. Forge is the new owner of the "Chocolate Shop" on Mena Street, Mena, Arkansas.



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Are Your Candy and Confectionery Products Known in Australia

NOVELTIES & SPECIALTIES ARE SOLICITED

IN VIEW OF AGENCY REPRESENTATION

General Lines Not Required

Write:—

SIGNAL New York TRADERS CO. Inc. (Exporters)

6 STONE STREET
NEW YORK CITY

N. Y. Representatives
of Australian Houses

Send us samples, prices and literature for distribution. A good field for the right lines

The Honey Bee Candy Shop will open for business at Carlinville, Ill.

Frederick W. Johnson bought a confectionery business at Faribault, Minn.

Wm. Maruska and Edwin F. Rynda will open a confectionery business at New Prague, Minn.

F. O. Edwards has engaged in the confectionery, etc., business, at Rochester, Minn.

R. E. Wilsey, confectionery, St. James, Minn., sold out to F. E. McShane.

The Winona Candy Company, Winona, Minn., incorporated; capital, $50,000.

Nixon Cigar & Candy Company, Dallas, Texas, changed name to Merchants Cigar Company.

Harry Pastras will open a candy factory in the Williams Building, Oconto, Wis.

Mrs. Henry B. Chipman bought the confectionery business of Mrs. Agnes M. Gould on High street, Clinton, Mass.

Jas. R. O'Donnell, Allentown, Penna., has moved his confectionery business from 342 Ridge avenue to 336 Ridge avenue.



We Specialize the making of CHOCOLATE MOLDS

Our unexcelled facilities enable us to aid you in the development of your own Special Designs or difficult shapes.

Our Molds are of Highest Quality—
High, lustrous finish—
Have quick releasing qualities—
Will not rust—
Give speedier production at lower cost—
Give your Chocolate that very desirable refined appearance—
They are ever-LASTING-ly good.

SEND US YOUR SPECIFICATIONS

BEN-MOORE MANUFACTURING CO.
Factory—228 Essex Street, Brooklyn, N. Y.
New York City Office—140 Nassau Street.

PATENTS AND TRADE MARKS

The tremendous success of the recently invented confection "ESKIMO PIE" has demonstrated the wonderful possibilities of protective patents and trade-marks for novel confections.

Patents procured, trade-marks registered. Twenty-two years' experience. Instructions and terms on request.

ROBB, ROBB & HILL

924 McLachlen Bldg., Washington, D. C.
1389 Hanna Bldg., Cleveland, Ohio

Mr. Retailer

We want YOU to

Dunstan's

Home-made
Full-cream
wrapped

Caramels

These caramels will speak for themselves if YOU'LL SEND FOR SAMPLE

R. B. Dunstan Mfg. Co.
Salem, New Jersey

TRY before you BUY.

Digitized by Google

WALTER BAKER & CO'S.
Liquor Chocolates and Coatings



Are th Standards of the Trade for Confectioners' Use

Sweetened and unsweetened; light, medium and dark, whatever the difference of color or flavor, all are *absolutely pure*, smooth and uniform to work.

The taste and appearance of confections depends largely upon the coating.

Send for Samples and Prices

WALTER BAKER & CO., LTD.

Established 1780 **DORCHESTER, MASS.**

57 Highest Awards at the Expositions of Europe and America

Make Your Own Ice Cream---It Pays

THERE are enough people who appreciate something better in ice cream to warrant you making your own ice creams and water ices.

In the New Thirteenth Edition of RIGBY'S RELIABLE CANDY TEACHER, an entire section is given over to ice cream and sherbet formulas —they cover everything from the "staples" to the fanciest frozen mixtures.

This book with its valuable formulas and helpful information will enable you to cater to an ice cream trade that means BIGGER PROFITS. In addition to the ice cream division there are many pages devoted to soda dispensing and candymaking. In all 900 formulas are contained in this book. It is illustrated throughout; contains 288 pages; and has been written by a practical tradesman of thirty years' experience.

No confectioner can afford to be without this book, especially when it costs but $3 a copy—and contains so many ideas and formulas which are worth hundreds of dollars. Send money order for three dollars today and get your copy of this valuable book by return mail. Attach your remittance to the slip below; or if you prefer further information, mail only the slip with your name and address.

RIGBY PUBLISHING CO.
908 W. 10th St.
Topeka, Kansas



Send further information
Send book C.O.D. $3
Remittance attached
} Cross out lines not applying.

Name .....

Address .....

City and State .....

D-1

Oscar Olson disposed of his confectionery, soft drink and restaurant business at Stanley, Wis.

Harold Gens has opened a new confectionery store at 173 Essex street, Lawrence, Mass.

Roy Gifford, confectionery, Bad Axe, Mich., sold out to Wm. Dormey.

E. L. Giersdorf, confectionery, West Point, Neb., sold out to Fred Albers.

Bulgaris & Alexopolis have opened a new candy store at Blue Hill Avenue and River Street, Boston, Mass.

Grady H. Forge is the new owner of the "Chocolate Shop" on Mena Street, Mena, Arkansas.

There was a confectioner from the West,
Who loved a young lady with zest.
So hard did he press her
To make her say "Yes, sir,"
That he broke three cigars in his vest.



Long's

OX-HEART
Brand
Chocolates
and Rapid Selling Confections

Send for Price List

OSWEGO CANDY WORKS

OSWEGO, N. Y.

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HAVE YOU RECEIVED
the
Sample Book of Floral Papers
with this trade mark on the cover? If not, write today.
Lithography
BREUKER & KESSLER CO., 709 Arch St., Phila., Pa.

Wm. T. Stafford, confectionery, Alpena, Mich., sold out to Joe. Saro.

G. N. Negus opened a confectionery, tobacco, etc., business at 122 West Maumee street, Adrian, Mich.

Thibault Bros. opened a confectionery and soft drink business at Baudette, Minn.

Mrs. Charles Wright and Miss Gertrude Lyon bought the Beattie confectionery business at Little Falls, Minn.

L. J. Henke, Waconia, Minn., is remodeling his store building and will have a model confectionery store when completed.

Mrs. M. A. Unger will open a confectionery business at Ohiowa, Neb.

Mrs. Katie Ryder will open a confectionery business at E. Dayton and Ingersoll streets, Madison, Wis.

Frank J. Jutosh, confectionery, etc., New Hampton, Iowa, sold out to F. A. Stapher.

Wood & Sons, confectionery, Sutherland, Neb., sold out to F. M. Young.

Peter Kaiser will open a confectionery business at Cadott, Wis.

William A. Brannon, Plymouth, Wis., has disposed of his interest in the Mel-O ice cream business to his partner, Carl Krohn.

E. F. Rex will open a new confectionery store at Thirteenth and Market streets, Harrisburg, Pa.

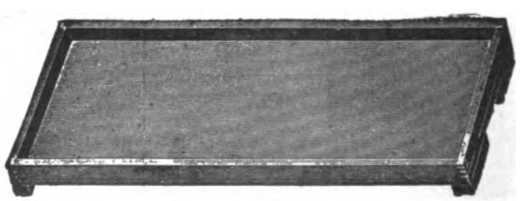
5c


"Every Taste a Pleasant Thought"

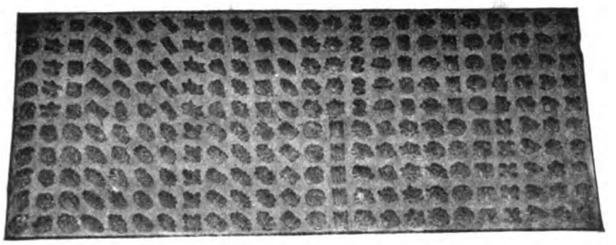
YOU REMEMBER ME
A Peanut and Cocoanut Blend made in the good old Virginia way from our Special Formula
24 Pkgs. to Carton *40 Cartons to a Case*
Write for Samples and Prices
WESTMORELAND CANDY CO., Inc.
Manufacturers
RICHMOND, VA., U. S. A.

ICE CREAM MOULDS
Manufactured by
FR. KRAUSS' SON
333 W. 18th Street New York City


Starch and Grain Sugar Moulds
Send for Catalog
Starch Mould Patterns
Large variety of latest cut of fruit and nut cream bars, one and half ounce to two ounces. Chocolate Centers, French Creams and Butter Creams and patterns of all kinds of Jelly Work.
J. FRAUENBERGER & CO.
4909 N. Fairhill Street PHILADELPHIA

Look! Starch Boards

Why not buy your Starch Boards from Us, who manufacture them by the thousands? All sizes, any style. Write us for prices and testimonials of our many satisfied customers.
ACME BOX COMPANY
22d and Loomis Sts. Chicago, I

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VOORHEES RUBBER CANDY MOLDS

ADVANTAGES

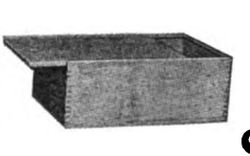
Elimination of Starch Mussiness
Speedy Production Through Quick Cooling
Close Placement of Cavities
Uniformity of Size
Regularity of Detail
Precise Weight
Ease of Handling

ASK FOR FOLDER WITH FULL DETAILS

VOORHEES RUBBER MFG CO. TRADE MARK

Main Office and Works
VOORHEES BLOCK
20 to 58 Bostwick Ave.
Jersey City, N. J.

New York 30 Reade St. **Kansas City** 2045 Main St.



BOXES PAILS SHOOKS



SCALE BOARD BOXES

(For Glace Fruits, Nuts and Pastes)

We have supplied Packages to the Confectionery Trade satisfactorily for twenty-five years. May we supply you?

J. WESLEY BRINDELL

Suite 613-E, 7 East 42d Street **NEW YORK**

Double-Triple Ball and Peanut Vendors

NEW, NOVEL PREMIUM FEATURES

Legitimate Everywhere



Sells more gum in a day than the ordinary ball gum machine sells in a month.

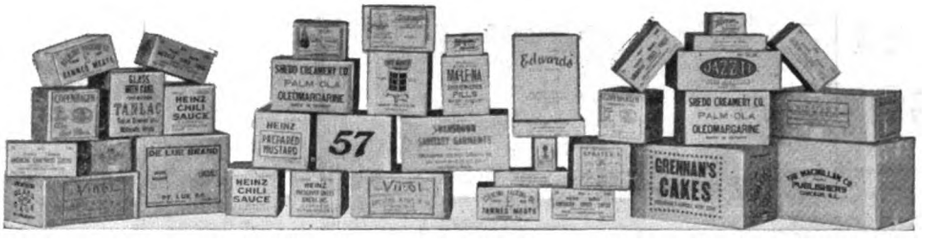
Write for our Circular containing full particulars.

BALL GUM

All Flavors and Colors
$20.00 Per Case of 10,000 balls
Special Prices to Jobbers and Operators

WALTER GUM COMPANY

21-23 Dodworth Street **BROOKLYN, N. Y.**



FIPAX— *and* ADVERTISING

Trade-Mark

FIPAX—The OVER-TEST container—offers an advertising asset that you cannot afford to overlook. Your trademark, name or other copy printed on Fipax shipping cartons is an advertising asset of decided value.

Fipax quality plus Fipax advertising cost practically no more than the ordinary carton. Write at once for prices. They will interest you.

PRINCIPAL SALES OFFICES

NEW YORK	BUFFALO	PITTSBURGH	CLEVELAND	CINCINNATI	CHICAGO
305 Broadway	78 Market Arcade	609 Cham. of Commerce	542 Engineers' Bldg.	1219 State Avenue	1860 Conway Bldg.
Phone Worth 5195	Phone Tupper 2365	Phone Grant 8741	Phone Bell Main 5335	Phone West 3537-Y	Phone Main 1415

The FIBRE PACKAGE CO. *Detroit, Mich.*

Digitized by Google

Built for Enduring Service

A dozen sturdy basswood staves, *kiln dried*, and *tongued* and *grooved*, form the foundation of the MENASHA CANDY PAIL. These staves, gathered in the unyielding grip of the Menasha patent sunk hoop, challenge abuse and defy collapse.

A patented pail ear recently developed, has produced a handle that positively cannot pull off!

The Menasha wire seal has not only simplified packing, but has practically eliminated the pilfering evil.

Standardize on Menasha pails for your bulk goods and enjoy the satisfaction of *knowing* that your goods will be delivered to your customers in first class condition.

MENASHA WOODEN WARE COMPANY

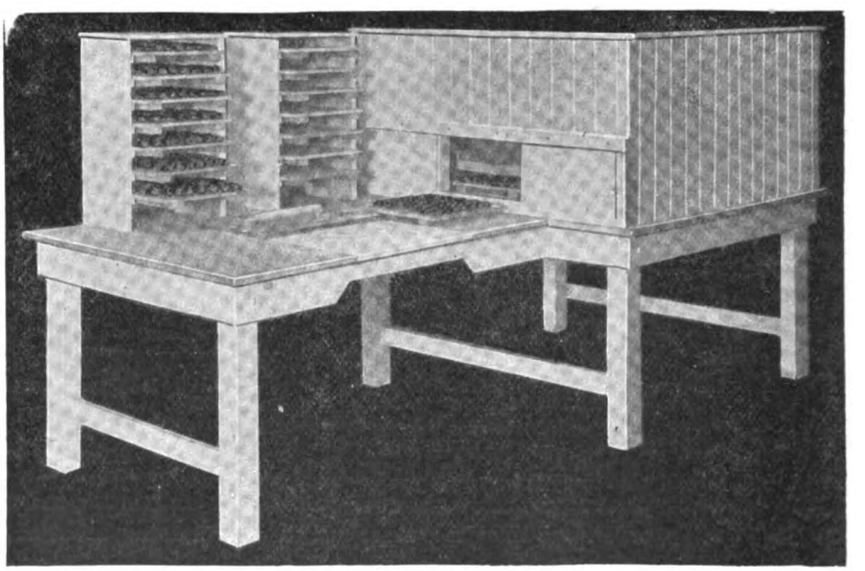
Established 1849 *Menasha, Wisconsin*

Sales Offices:
New York, Chicago,
Cincinnati, St. Louis.



Increased Sales 200 %

MODEL No. 11, PATENT APPLIED FOR



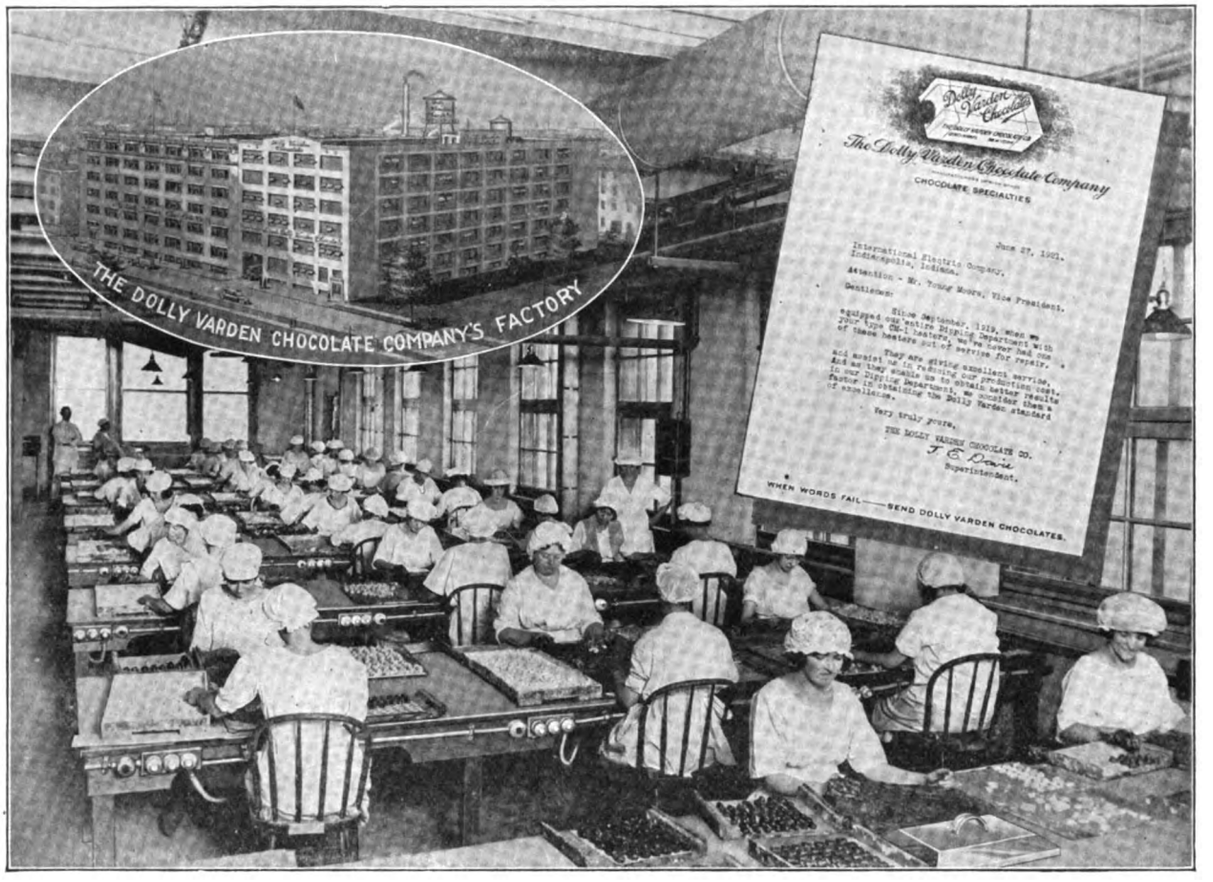
This is the free-will testimonial from one user of the MODEL 11 DEMPSEY CHOCOLATE DIPPING AND COOLING APPARATUS during a period of two months' operation. You can do the same. He has the apparatus in his store and dips chocolates where the public can see the process. The dipper is attired in immaculate linen, wears one of our "SANI DIPPING GLOVES," and is surrounded with an atmosphere of cleanliness and sanitation. The fresh made, glossy goods give the public the buying impulse that forces sales. The results will astonish you. The moderate price will please you. Back of it all stands our guarantee of satisfaction. The apparatus will cool chocolates perfectly in any weather, any season, anywhere, any place. Descriptive circulars and full information will be promptly furnished.

DEMPSEY CHOCOLATE COOLER CO.

Sales Office, Wrigley Building, 400 North Michigan Avenue — **CHICAGO, ILLINOIS** — **General Offices, 3106 Wentworth Avenue**

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After making an investigation of various types, the Dolly Varden Chocolate Company purchased three International Heaters and three of another make. Later they completed their installation with Internationals



"Better results at a reduced cost"



Distributed by

H. A. Johnson Co.
Boston, Mass.

Crandall-Pettee Co.
New York, N. Y.

Henry J. Walz Co., Inc.
Buffalo, N. Y.

The Weidman Co.
Cleveland, Ohio

Savage Bros. Co.
Chicago, Ill.

Bessire and Co.
Indianapolis, Ind.
Louisville, Ky.
Atlanta, Ga.

Gray Mfg. Co.
Spokane, Wash.

Gray, McLean and Percy, Inc.
Portland, Ore.

L. DeMartini Supply Co.
San Francisco, Cal.

Southern California Supply Co.
Los Angeles, Cal.

H. C. Schranck Co.
Milwaukee, Wisc.

Jas. A. Harper Supply Co.
Kansas City, Mo.

International Electric Co.
Indianapolis, Indiana.

Attention Mr. Young Moore, Vice President.

Gentlemen:

Since September, 1919, when we equipped our entire dipping department with your CM-1 heaters, we've never had one of them out of service for repair.

They are giving excellent service and assist us in reducing our production costs. And as they enable us to obtain better results in our dipping department, we consider them a factor in maintainjng the Dolly Varden standard of excellence.

Very truly yours,

THE DOLLY VARDEN CHOCOLATE CO.
J. E. Davis,
Superintendent.

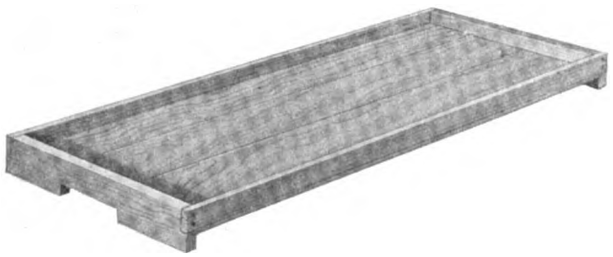
You, too, can maintain or improve the quality of your product and at the same time add to your profits thru reduced production costs, by using International Electric Chocolate Heaters.

Why not write today for our booklet, J-2, giving detailed information? It's free.

INTERNATIONAL ELECTRIC COMPANY
MANUFACTURERS
ELECTRICAL HEATING APPLIANCES
INDIANAPOLIS, U.S.A.

"International Electric Heaters Are Better"

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Starch Trays

AND

DRYING BOARDS

MADE OF WHITEWOOD, THOROUGHLY KILN DRIED AND FREE FROM ODOR

We also manufacture

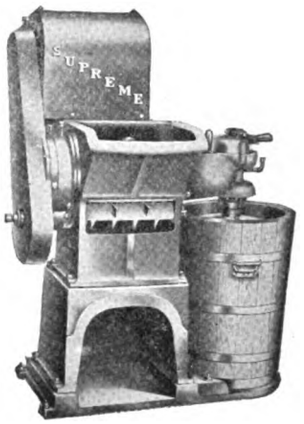
LOCKED CORNER BOXES
BOX SHOOKS
—4—ONE WIREBOUND BOXES
Wooden Boxes of Every Description

The A. H. Green Co.
103 Park Ave. NEW YORK

SUPREME

MOTOR DRIVEN COMBINATION ICE CREAM FREEZER AND ICE BREAKER

Velvety Ice Cream With Any Desired Overrun



Also Makes Exquisite French Ice Cream and Water Ices

Nickel-Silver can, Cover of Tinned Bronze, self-sealing.
Dasher of Tinned Bronze.
Breaker can be operated without freezer.
Gears and belt covered as required by law.
Dealers—Investigate our claims before arranging for 1922.
Write for our proposition, it protects you.

FRANKLIN P. MILLER & SON
East Orange, N. J.

$99.00 *Prize for Best* Photo

Open to all Distributors of PANAY HORIZONTAL SHOW JARS

Panay Prize Contest

Here is your opportunity to win one of three prizes for simply sending in a photograph of an actual Panay Display. We are glad to offer $173.25 in prizes to secure the most attractive photos. Read the rules and prizes. Plan now to enter your photo before the contest closes.

RULES

All distributors of Panay Jars are eligible.
All photos must be in our hands by June first.
All photos must be 8 x 10 size.
Name of dealer owning display, and address, and name of distributor must be written on back of each.
Any number of photos may be submitted.
All photos to become the property of the Panay Sectional Show Case Co.

PRIZES

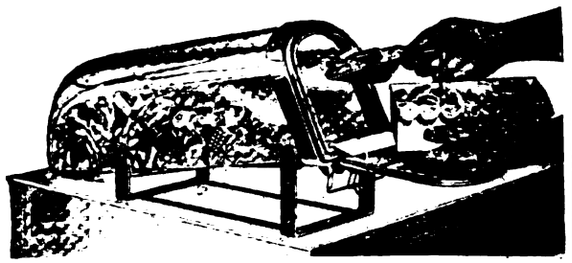
First Prize:—1 Panay Sales Display Outfit Style No. 102—12.....$99.00
Second Prize:—1 Panay Sales Display Outfit Style No. 106—6.....$49.50
Third Prize:—1 Panay Sales Display Outfit Style 101—3 .....$24.75

PANAY SECTIONAL SHOW CASE CO.



GENERAL OFFICE: MILWAUKEE, U.S.A.
Eastern Office: Suite 815, Flatiron Building, New York City. New England Office: 131 State Street, Boston, Mass. Western Office: 313 S. Coronado Street, Los Angeles, Calif. Chicago Office: 2nd Floor, Wrigley Building

Panay HORIZONTAL Show Jars

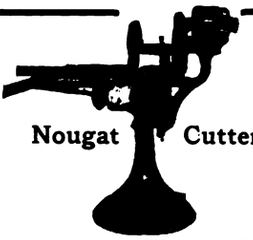


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Caramel Cutter

Very rigidly constructed. Built in three sizes. An exceptional unit when operated in conjunction with power sizing machines.



Nougat Cutter

The improved BELT MOTION of this machine is a feature worth investigating. Now in operation in several of the largest companies.



Starch Printer

A very strongly built machine with several New Features. Constructed entirely of metal. Can be operated by hand or power.

Paramount Machinery Co., 44 E. Allen Street Philadelphia - Pa.

BUILDERS OF CONFECTIONERY MACHINERY

Metal and Bentwood Chairs, Stools and Tables



That are attractive and serviceable for Confectionery and Drug Stores

Write for Catalog and Prices

The Chicago Wire Chair Co.

619 N. La Salle Street

CHICAGO ILLINOIS

Chocolate Molds



BARS, CAKES, FANCY PIECES

Double Molds for Hollow Figures

PANS—LARGE and SMALL

EPPELSHEIMER & CO., 34 Hubert Street, New York City

POP CORN PROFITS ARE VERY LARGE CRISPETTES ARE THE BIG MONEY MAKER



Gibbs says: "Sold **$50.00** first night!" Erwin's little boy makes **$35.00** to **$50.00** every Saturday afternoon. Meixner reports **$600.00** business in one day. Kellogg writes: **"$700.00** ahead first two weeks." Master's letter says: "—sold **$40.00** in four hours." During March, 1921, Turner was offered **$700.00** clear profit above cost of his investment to sell. **There is money**—lots of money—**in Crispettes.** Times make no difference for most of these records were **made in 1921**—were made while people are crying **hard times.**

This is the most rapid **machine for crispettes. Requires minimum labor** —least operating expense. **The material in a batch costs least, the crispettes keep better, are better eating** and sell better than those **made by** any other process.

Sell Pop Corn CRISPETTES. **It** is the biggest money maker **in the** candy line.

Long Eakins Company

191 High St. Springfield, Ohio

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Keep Your Candy Saleable in Handsome Heekin Cans

Your candy will always be fresh, crisp and saleable if it is packed in Heekin Cans. For these cans are air-tight. They keep your goods from getting sticky even in warm or damp weather.

Heekin Cans are the most attractive containers you can use. Your label will be beautifully lithographed in any color combination on every can you buy. Lithographed labels are a part of the cans—they cannot tear off—they will not soil easily.

Heekin Cans are tough—strong! They protect your goods in shipment and storage.

Tell us your requirements. We will send you complete information and a free sample can by return mail. Write today.

THE HEEKIN CAN CO.

New and Culvert Sts., Cincinnati, Ohio

HEEKIN CANS

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No. 7 Syrup Dispenser

Just enough syrup—no bother

Good drinks are certain with a No. 7 McKee Dispenser. By turning a thumb-screw you fix the quantity of syrup that gives the best flavor when mixed. And that's the quantity the dispenser delivers. The most inexperienced fountain clerk can't go wrong—guess-work is eliminated.

McKee No. 7 Dispensers are the most easily operated and easily cared for fixtures that ever went on a soda fountain. Their pump is far superior to any other type—it operates with the slightest pressure; it can be cleaned without taking apart; there is no friction between the parts to damage their finish.

Look into the possibilities for better and easier soda-fountain service that the McKee line of dispensers offers. They pave the way for bigger sales.

Write for booklet O

McKEE GLASS COMPANY

JEANNETTE, PENNA.



The only display jar that will DRY OUT sticky candy

—try this famous ARIDOR test in your own store

Take candy that has become sticky and lumped together in an ordinary display jar (at left above). Place it in an ARIDOR Display Jar and screw on the exclusive patented ARIDOR cap.

In a short time the candy will again be as crisp and dry as the day it left the factory (at right above).

No other display jar will do this because no other has the patented cap, containing an absorbent mineral salt that *removes* moisture from the contents of the jar. The patented ARIDOR cap operates in exactly the opposite manner from the humidor; it *removes* moisture where a humidor *releases* it.

ARIDOR Display Jars will keep your hard candies absolutely dry, loose and lustrous in the hottest and dampest weather; they will stop completely your losses from spoilage. They give splendid counter or shelf display.

PREVENT HOT-WEATHER SPOILAGE THIS SUMMER—display your hard candies in ARIDOR Jars. Low cost, soon pay for themselves. Recommended by leading candy manufacturers. Ask your jobber's representative about them or write today for further information.



Aridor upright dispensing jar, 5 inch opening.



Aridor Cluster—clear flint glass giving splendid display.

THE ARIDOR COMPANY

589 E. ILLINOIS ST. CHICAGO, ILL.

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A NEW



CHAMPION

THE NEW MODEL NO. 5 COMBINED ICE BREAKER AND ICE CREAM MACHINE OF 40-QUART CAPACITY IS NOW READY FOR DELIVERY.

Power Saving

The Direct Motor Drive with silent chain and the clutch arrangement make it possible to operate either the ice breaker or the ice cream machine separately or as one unit. This also increases the life of the machine.

Transmission

The heavy cut gears run in oil, thereby eliminating all common wear at this point.

Maintenance

The ring oiler interchangeable die cast babbitt bearings, which is a new feature in this model, can be easily replaced, when necessity requires, by anyone, thus reducing the overhauling cost to the minimum. They are carried in stock and can be supplied immediately at a reasonable cost.

Construction

This is of the usual CHAMPION design, the base being extra heavily casted, assuring absolute rigidity. The teeth in the ice breaker are straight shank, diamond-pointed, which cut the ice without crushing it, thus eliminating snow.

Descriptive circular explaining the advantages of this and our other models will be sent upon request. We also manufacture Champion Ice Breakers, motor drive and belt drive, capacity one to sixty tons per hour, and Champion Ice Cream Machines, 40 quarts (18-24-32 quart apparatus substituted), motor drive and belt drive.

Allman Gas Engine & Machine Co.

461 CANAL STREET, NEW YORK CITY

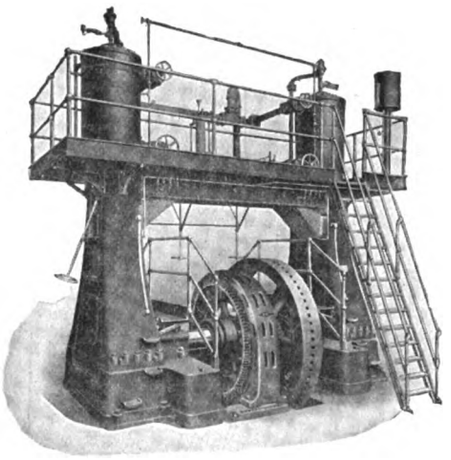
Factory—ARLINGTON, N. J.

The CHAMPION LINE

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QUALITY YORK SERVICE

YORK Semi-Enclosed Refrigerating Machines



WHERE electric current is available at a reasonable cost, our Semi-Enclosed Machine, with direct motor mounting, makes a neat, clean and highly economical plant—no belts, no engine or steam lines.

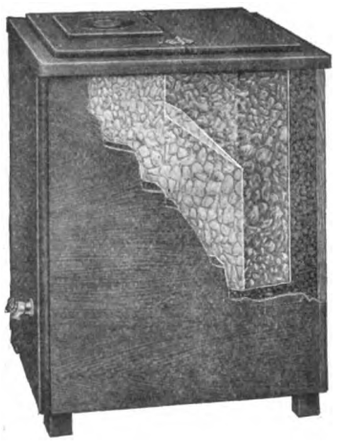
These machines are built in sizes from 30 tons refrigerating capacity upwards—occupy a comparatively small floor space—utilize, ***without waste,*** all the power developed by the motor. That's why the largest users of Refrigerating Machinery in the Ice Manufacturing, Cold Storage, Packing, Confectionery, Dairy and other industries are using these machines profitably in their business. Complete list of users will be sent gladly upon request.

The satisfactory performance of YORK Semi-Enclosed Refrigerating Machines, with direct motor mounting, warrants your investigation.

Write us.

YORK MANUFACTURING COMPANY
(Ice Making and Refrigerating Machinery exclusively)
YORK, PA.

Watch Your Expenses and Profits Will Take Care of Themselves



Keep Eskimo Pie in Our Zero Brick Cabinet

This cabinet is particularly well adapted to handling the popular new confection. It will keep Eskimo Pie in perfect condition at the minimum cost, assuring you the maximum percentage of profit.

Write and ask us what a new cabinet would cost you.

Grand Rapids Cabinet Company
Successors to Chocolate Cooler Co.
50-58 Alabama Ave., N. W. Grand Rapids, Mich.

ESTABLISHED 1905 ESTABLISHED 1905

B. H. HUBBERT

Coppersmith and Contractor

Designer and Builder of:

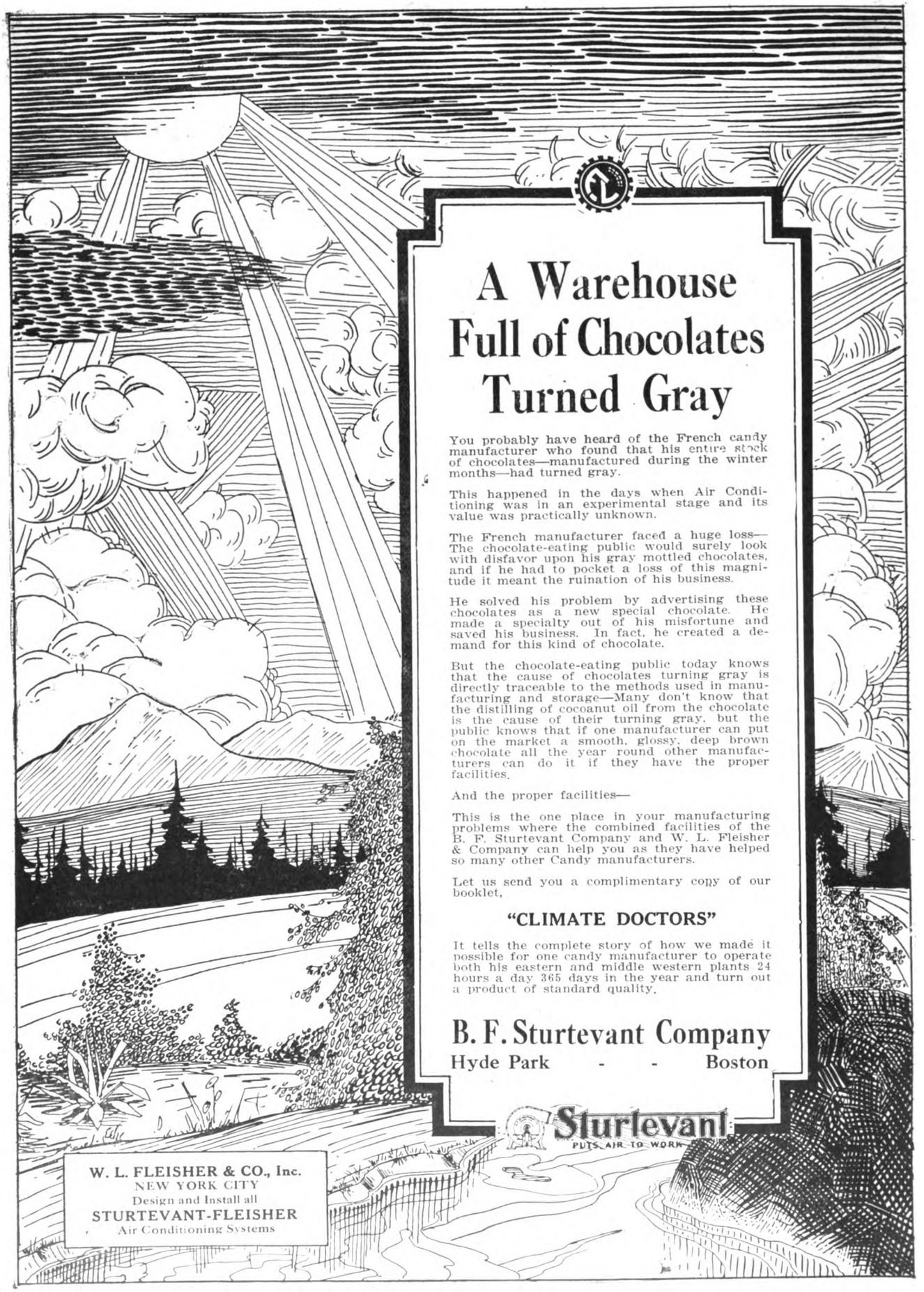
Confectioners' Copper Work.
Copper Vacuum Pans.
Copper Steam Jacketed Kettles, plain.
Copper Steam Jacketed Kettles, with single and double motion mixers.
Copper Revolving Pans, plain and with steam coils.

If you are in the market for good copper kettles, get in touch with

B. H. HUBBERT

3603 E. Pratt Street
Baltimore, Md.

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A Warehouse Full of Chocolates Turned Gray

You probably have heard of the French candy manufacturer who found that his entire stock of chocolates—manufactured during the winter months—had turned gray.

This happened in the days when Air Conditioning was in an experimental stage and its value was practically unknown.

The French manufacturer faced a huge loss—The chocolate-eating public would surely look with disfavor upon his gray mottled chocolates, and if he had to pocket a loss of this magnitude it meant the ruination of his business.

He solved his problem by advertising these chocolates as a new special chocolate. He made a specialty out of his misfortune and saved his business. In fact, he created a demand for this kind of chocolate.

But the chocolate-eating public today knows that the cause of chocolates turning gray is directly traceable to the methods used in manufacturing and storage—Many don't know that the distilling of cocoanut oil from the chocolate is the cause of their turning gray, but the public knows that if one manufacturer can put on the market a smooth, glossy, deep brown chocolate all the year round other manufacturers can do it if they have the proper facilities.

And the proper facilities—

This is the one place in your manufacturing problems where the combined facilities of the B. F. Sturtevant Company and W. L. Fleisher & Company can help you as they have helped so many other Candy manufacturers.

Let us send you a complimentary copy of our booklet,

"CLIMATE DOCTORS"

It tells the complete story of how we made it possible for one candy manufacturer to operate both his eastern and middle western plants 24 hours a day 365 days in the year and turn out a product of standard quality.

B. F. Sturtevant Company
Hyde Park - - Boston

Sturtevant
PUTS AIR TO WORK

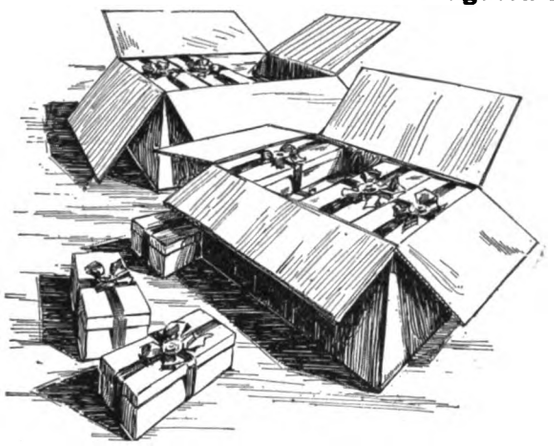
W. L. FLEISHER & CO., Inc.
NEW YORK CITY
Design and Install all
STURTEVANT-FLEISHER
Air Conditioning Systems

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The Safe Economical Shipping Boxes for Confectioners

HERE are the shipping boxes you have been looking for—the boxes that spell greater convenience in packing—better protection in transit—and economy in both packing and freight costs. Sturdy enough to hold your heaviest shipments. Stout enough to stand up under the weight of piled up merchandise in transit. Resilient enough to cushion and absorb the many blows of rough handling and transportation.

Eliminate many of your present packing troubles by using **H & D Corrugated Fibre Shipping Boxes.** Insure the arrival of your goods, intact and uninjured, at destination. Promote the good will of your trade by better packed shipments. You can do all these things and at the same time save real money in your shipping department.



H & D Boxes are made in any sizes your particular products may require. Give us the specifications and let us send a sample and quote you prices today.

The Hinde & Dauch Paper Company

120 WATER ST. SANDUSKY, OHIO

Canadian Address: Toronto, King St. Subway and Hanna Ave.

Acme Coppersmithing Company, Inc.

COPPER WORK

of All Description

HIGH PRESSURE STEAM JACKET KETTLES

Our Specialty

If our work is not absolutely satisfactory in every respect, we will gladly accept the return of same and will bear all expenses.

All sorts of repairs, retinning, replacement of worn or burnt out parts, promptly and satisfactorily performed.

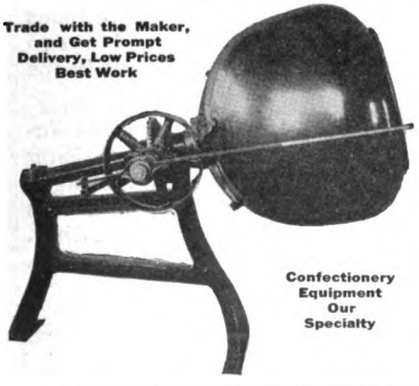
Safety is the corner stone of efficiency. The more safety the less worry—the greater efficiency.

USE ACME JACKET KETTLES

1009-11 W. Ohio Street

CHICAGO, ILLS.

Trade with the Maker, and Get Prompt Delivery, Low Prices Best Work



Confectionery Equipment Our Specialty

The Revolving Pans have all latest improvements. **Clutch instead of tight and loose pulleys,** a unique feature of ACME REVOLVING PANS. Cut gears. Adjustable boxes on all bearings to take up wear on journals. Pans are made of heavy copper, nicely hammered; steam coil of copper pipe, thus insuring against rust, stuffing box is of a special design and the entire construction is of the very best materials and workmanship.

Larger and smaller sizes build to order.

Prices on application.

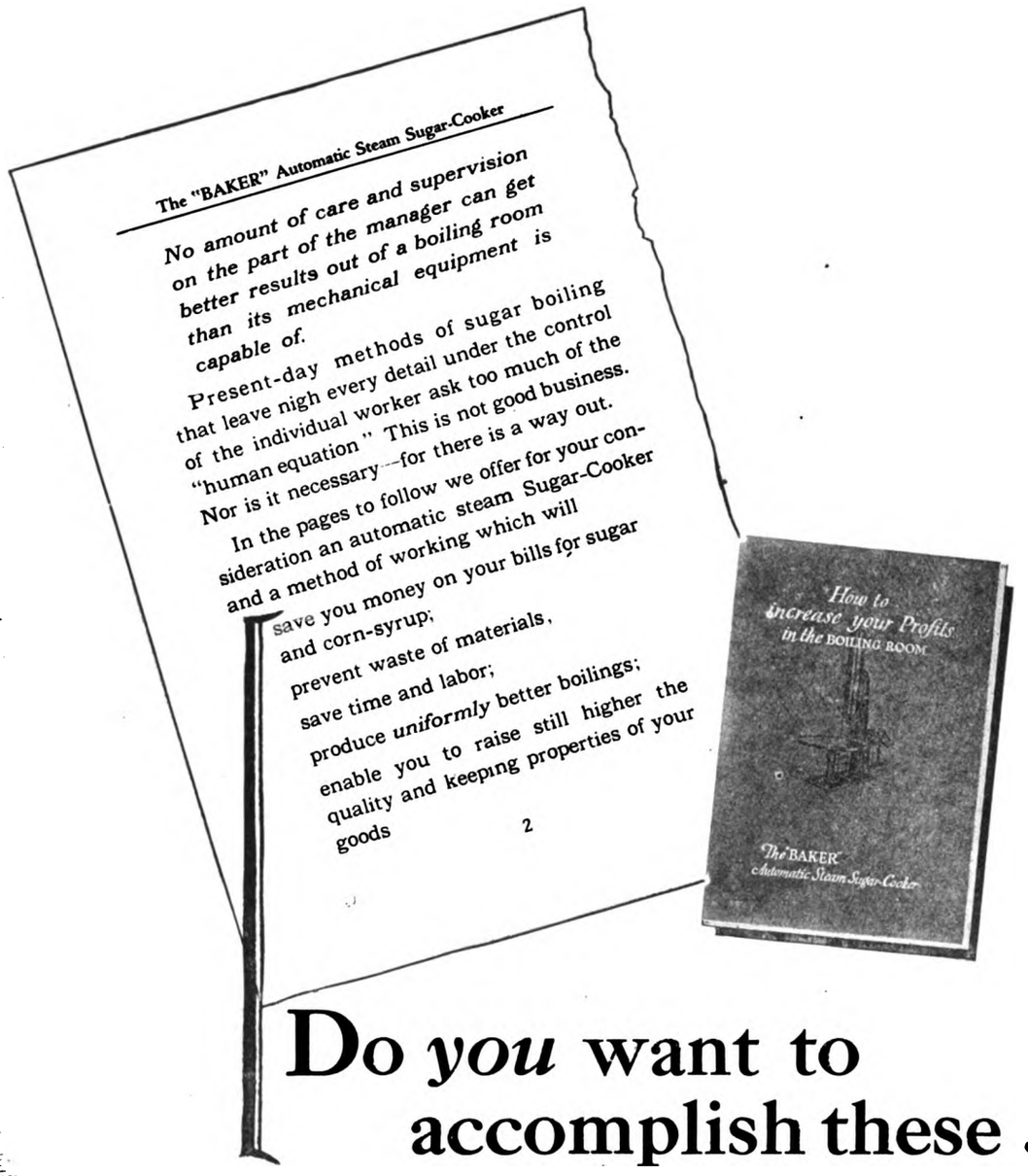


If interested in packages for hard candies, desire attractiveness, wish to lower packing costs and reduce transportation charges ask for samples of the—

KLEENKUP

MONO SERVICE CO. NEWARK, N. J.

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Do *you* want to accomplish these 5 things?

Do you want to save money on your sugar and corn-syrup bills?

Do you want to prevent waste of costly materials?

Do you want to save time and labor in your boiling-room?

Do you want to produce *uniformly* better boilings?

Do you want to improve still further the quality and keeping properties of your goods?

—then you'll be interested in this improved method of sugar boiling thru the use of the Baker Automatic Steam Sugar-Cooker.

You'll be glad to know that this modern Cooker does away with so many of the wastes of open-fire and vacuum cooking.

There's no chance of syrup waste, as by boiling over the goose-necks of vacuums—when you use the Baker Cooker. Too, the batch spoilage evil is practically done away with.

And there's time and labor saved: the Baker Cooker produces a steady stream of cooked syrup ready for the candy men and keeps them on the job.

Our little booklet *"How to increase your Profits in the Boiling Room"* tells you interestingly about the Baker Cooker and this better method of sugar-boiling. Write for your copy—it's free. Address Desk A5.

—*see you in Chicago*

(MAY 22 to 27)

Yes, we'll be at the Exposition of the National Confectionery and Associated Industries, to be held in the Coliseum, Chicago—week of May 22. Be sure to visit us; we've an interesting story to tell you.

JOSEPH BAKER SONS & PERKINS CO., Inc., BAKER-PERKINS BUILDING, WHITE PLAINS, N. Y.
The BAKER LINE of Machinery for Chocolate, Cocoa and Candy Manufacturers

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ACCOMPLISHED

ON THE *IMPROVED* RACINE AUTOMATIC SUCKER MACHINE

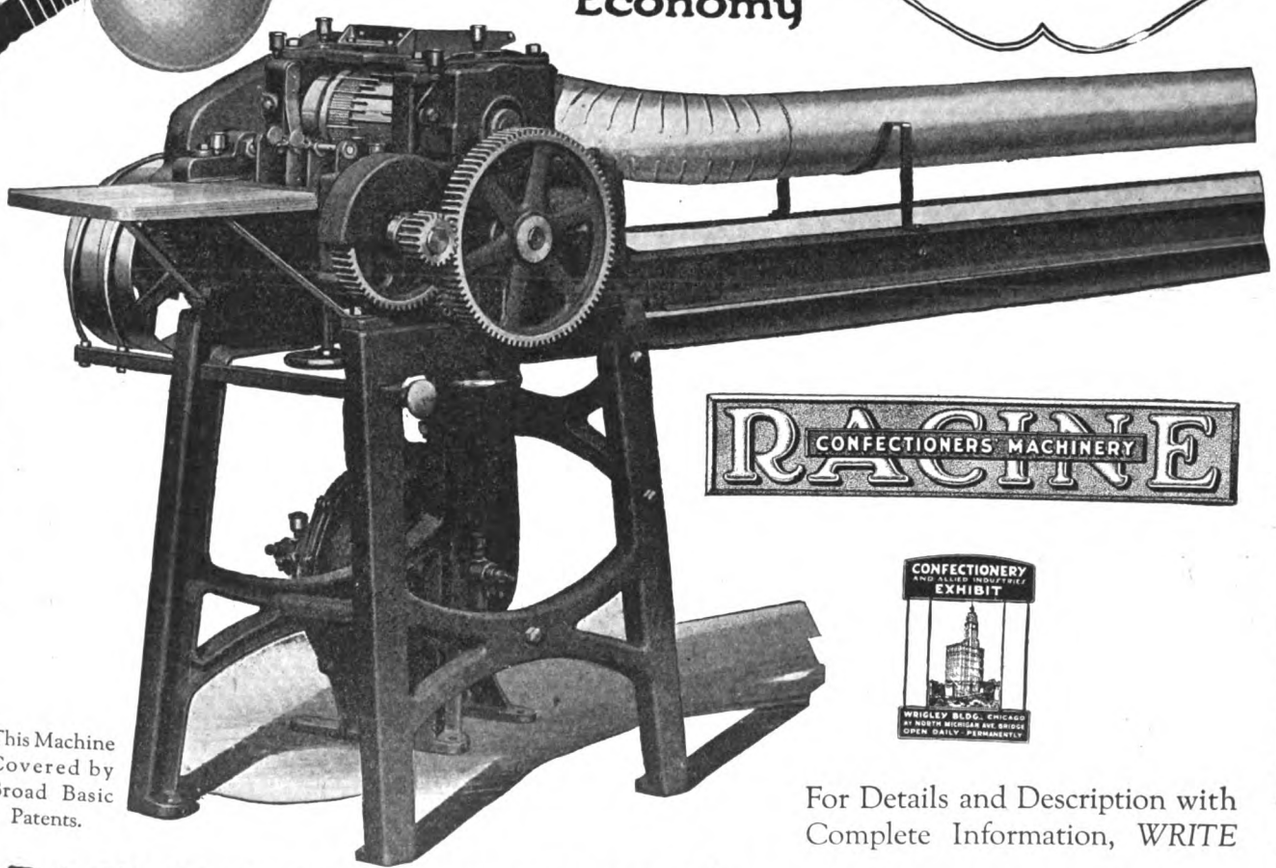
The Fourth Standard Product From One Machine Now it's—

DUMBELL SUCKERS

PRODUCED ON THIS MACHINE BY A QUICK CHANGE OF ROLLS

1. **SUCKERS** ANY SIZE OR SHAPE YOU WANT 30,000 OR MORE DAILY
2. **SATIN FINISH GOODS** BUTTERCUPS, WAFFLES PILLOWS, CHIPS, STRAWS
3. **HARD GOODS** PEACH STONES, FRUIT TABLETS, COUGH DROPS, RASPBERRIES ETC.
4. **DUMBELLS**

Quality
Quantity
Economy



RACINE CONFECTIONERS' MACHINERY

CONFECTIONERY AND ALLIED INDUSTRIES EXHIBIT
WRIGLEY BLDG., CHICAGO AT NORTH MICHIGAN AVE. BRIDGE
OPEN DAILY—PERMANENTLY

This Machine Covered by Broad Basic Patents.

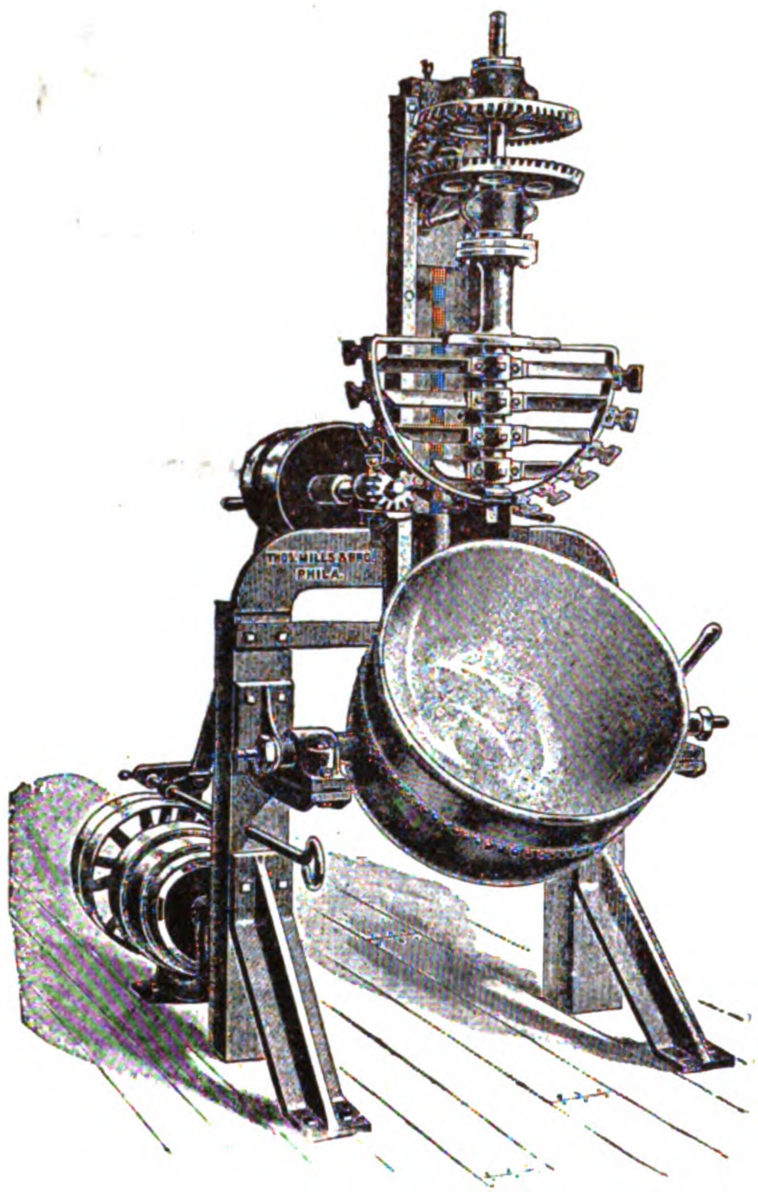
For Details and Description with Complete Information, *WRITE*

RACINE CONFECTIONERS' MACHINERY CO.
RACINE · WISCONSIN · U·S·A·

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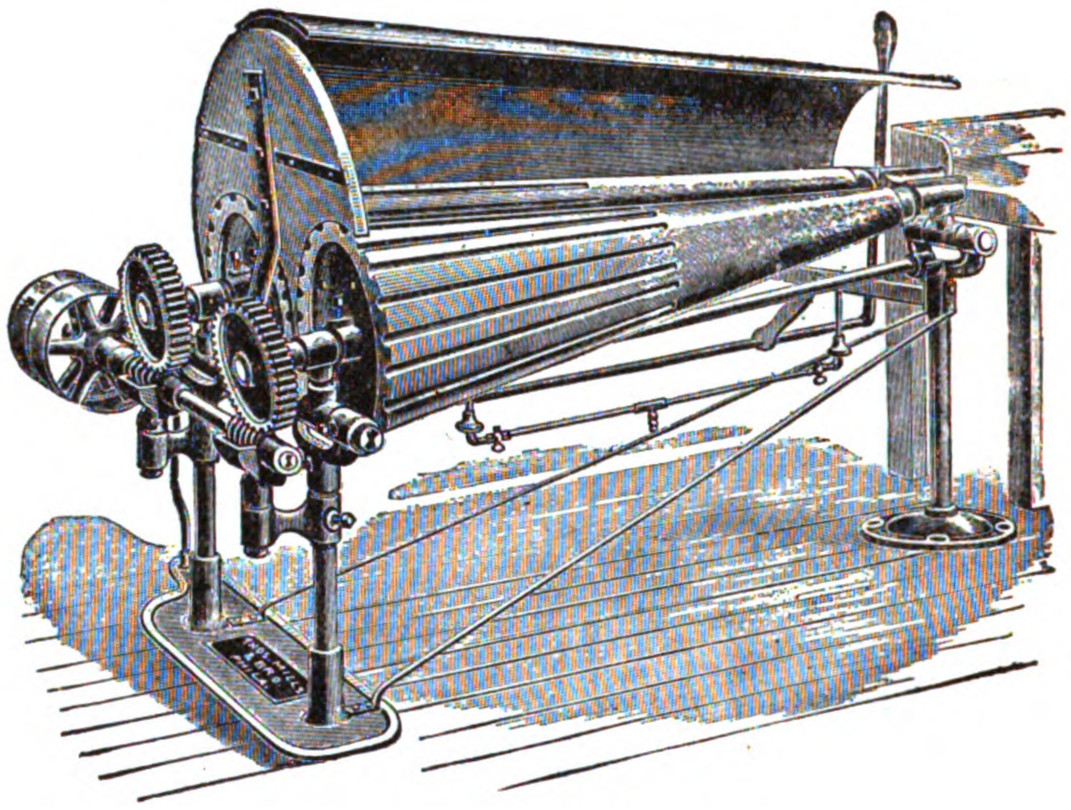
Thomas Mills & Bro., Inc.

1301 to 1315 North Eighth St. **(Established 1864)** **Philadelphia, Pa.**

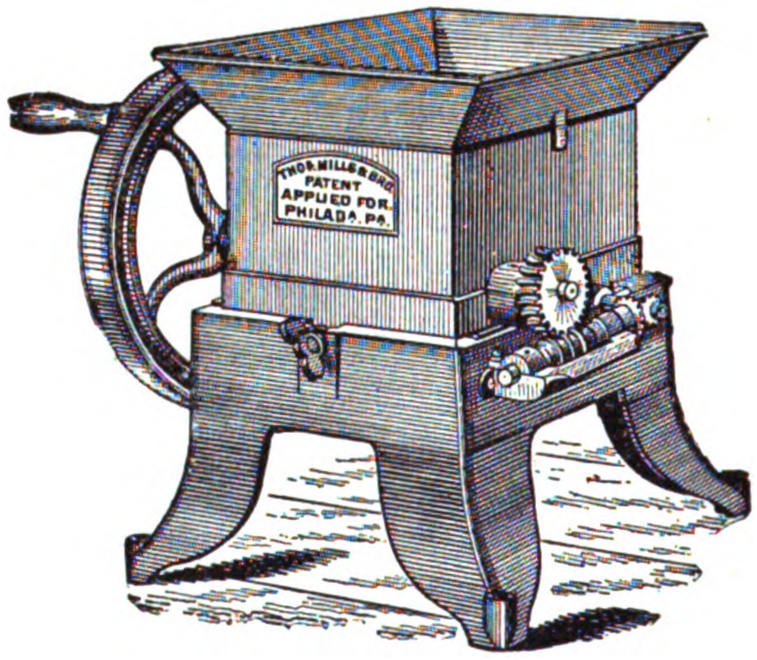


MIXING MACHINES — LARGE VARIETY

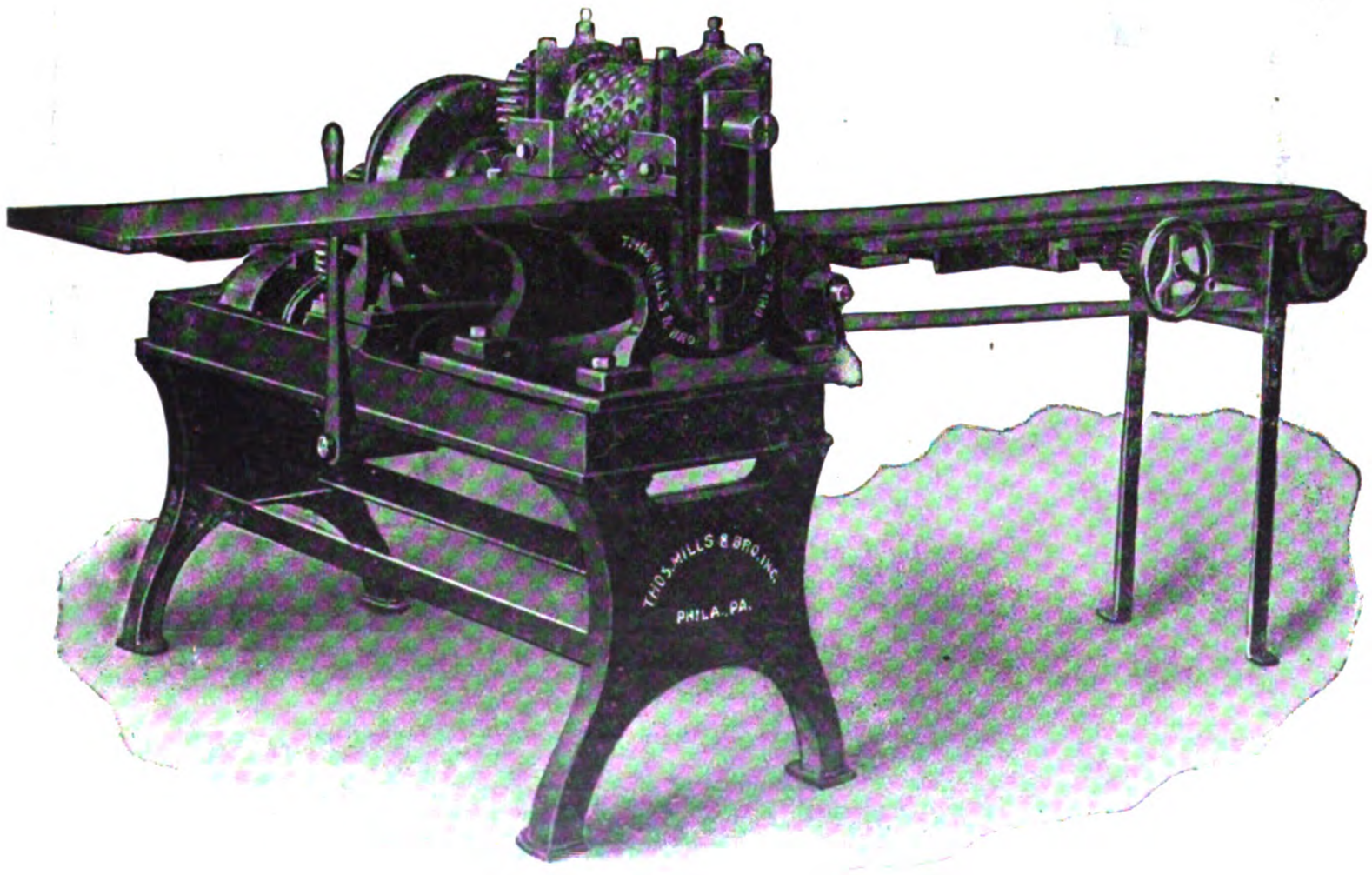
MOLDS AND BOARDS FOR STARCH PRINTER



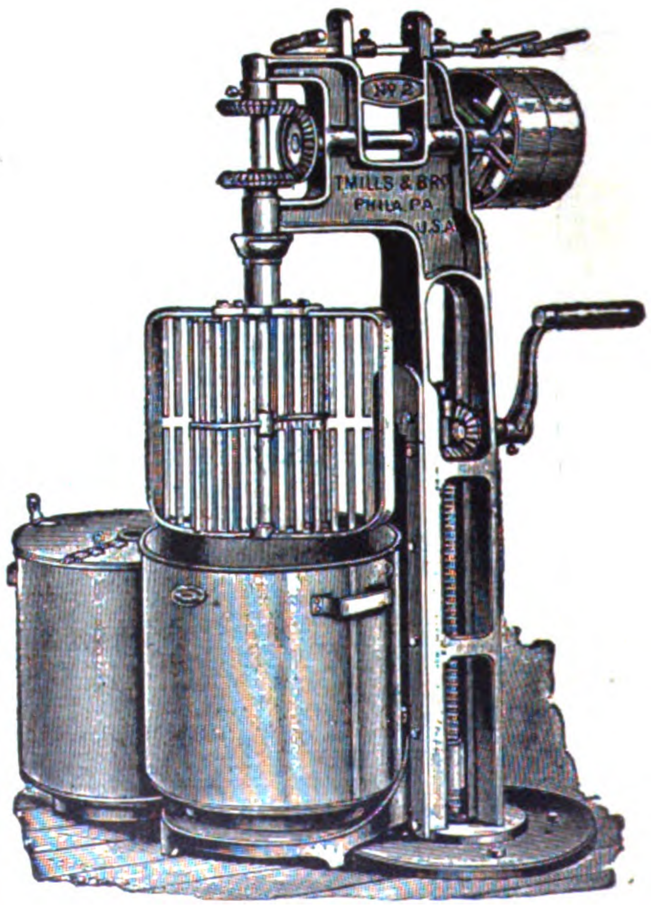
BATCH SPINNING MACHINE



HAND AND POWER ALMOND AND PEANUT BLANCHING MACHINE



LARGE POWER DROP FRAME WITH STAND AND ENDLESS BELT CONVEYOR

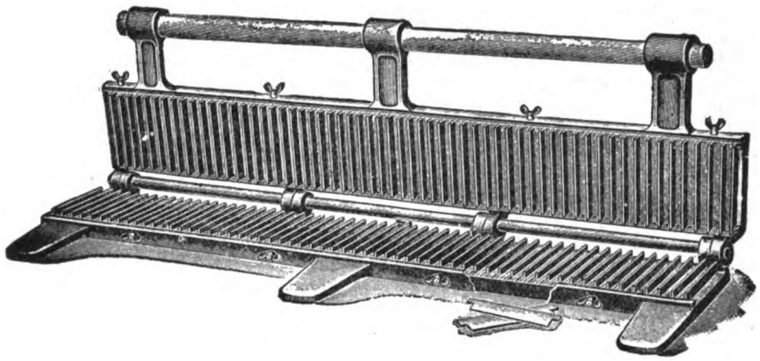


VERTICAL DOUBLE-ACTION MIXING MACHINE

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Thomas Mills & Bro., Inc.

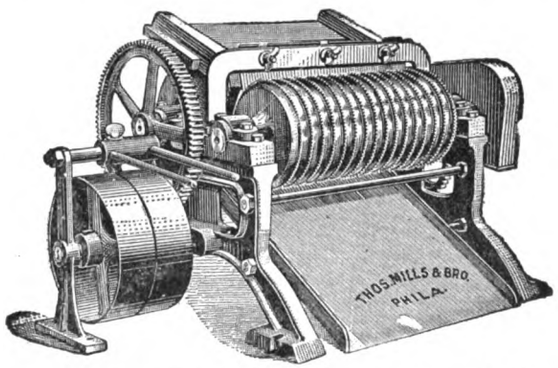
1301 to 1315 North Eighth St. (Established 1864) Philadelphia, Pa.



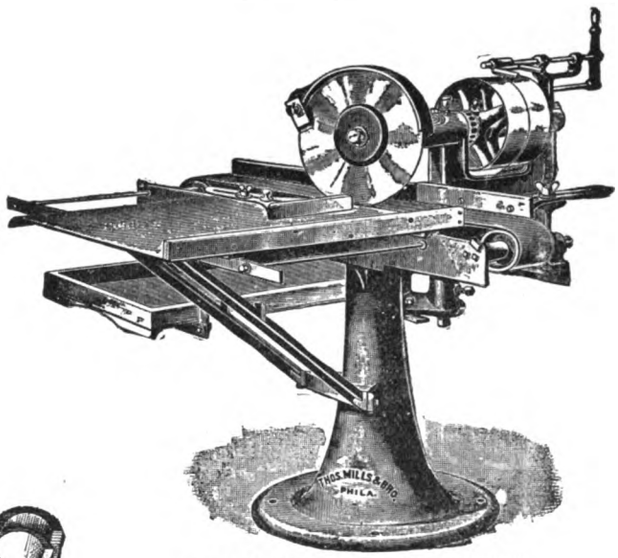
TWENTIETH CENTURY ADJUSTABLE CANDY CUTTER



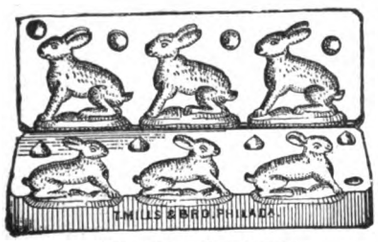
FORCED DRAFT CANDY FURNACE



BALL MACHINE FOR COCOANUT, CREAM AND CHICLE



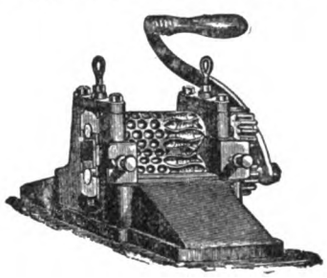
MONITOR NOUGAT CUTTER



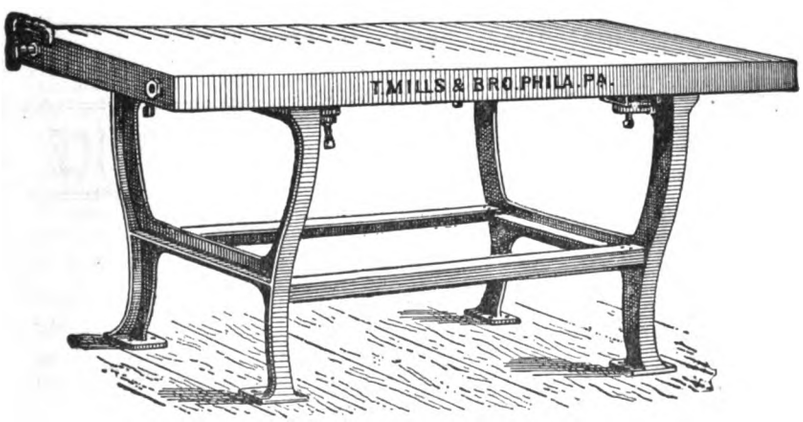
WATER MOULDS



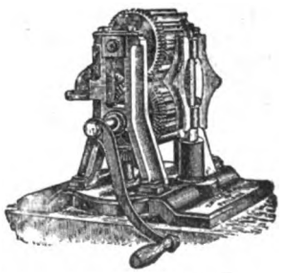
CLEAR TOY MOULDS



FRUIT DROP FRAME AND ROLLERS



MILLS CANDY COOLER



KISS OR LUMP CUTTING MACHINE

CATALOGUE SENT ON APPLICATION

Confectioners' Tools and Machinery Ice Cream Manufacturers' Tools

Bakers' and Cooks' Tools

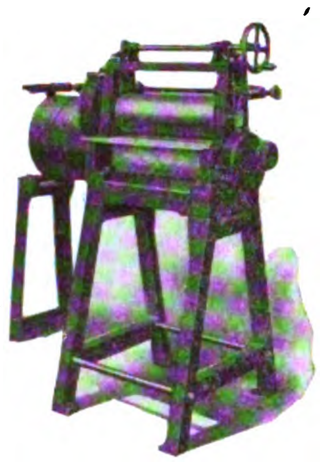
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IDEAL CARAMEL MACHINES

In response to an ever increasing demand for more substantial and more efficient candy machinery we have brought out the Ideal Machines described below, which are unexcelled for their purposes.

Ideal Candy Sizer

The Ideal Candy Sizer is made with solid base and absolutely rigid. It is built as a bench or floor machine. It is reversible and adjustable to any thickness up to two inches. It is especially designed to be used with the Ideal Candy Cutter.



Ideal Candy Sizer



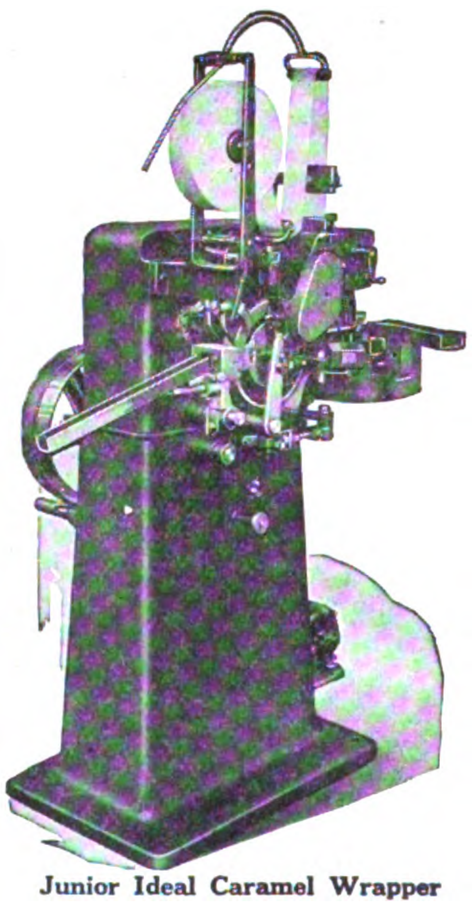
Ideal Candy Cutter

Ideal Candy Cutter

The Ideal Candy Cutter is absolutely rigid in construction. It is equipped with thirty seven-inch circular knives and one full set of collars. Knives may be taken off without removing the arbor shaft. Well guarded, cut gears make it practically noiseless.

Junior Model Ideal Caramel Wrapper

The Junior Model Ideal Caramel Wrapper is designed to fill the needs of the manufacturer whose output does not warrant the installation of the larger machine. It cuts and wraps in one operation caramels, pulled candy or any goods of equal consistency. It is the simplest caramel wrapper built. An unskilled girl can be trained in a few days and can pack as many pieces as six or eight hand packers. The Junior Ideal will quickly pay for itself in wages of hand labor saved.



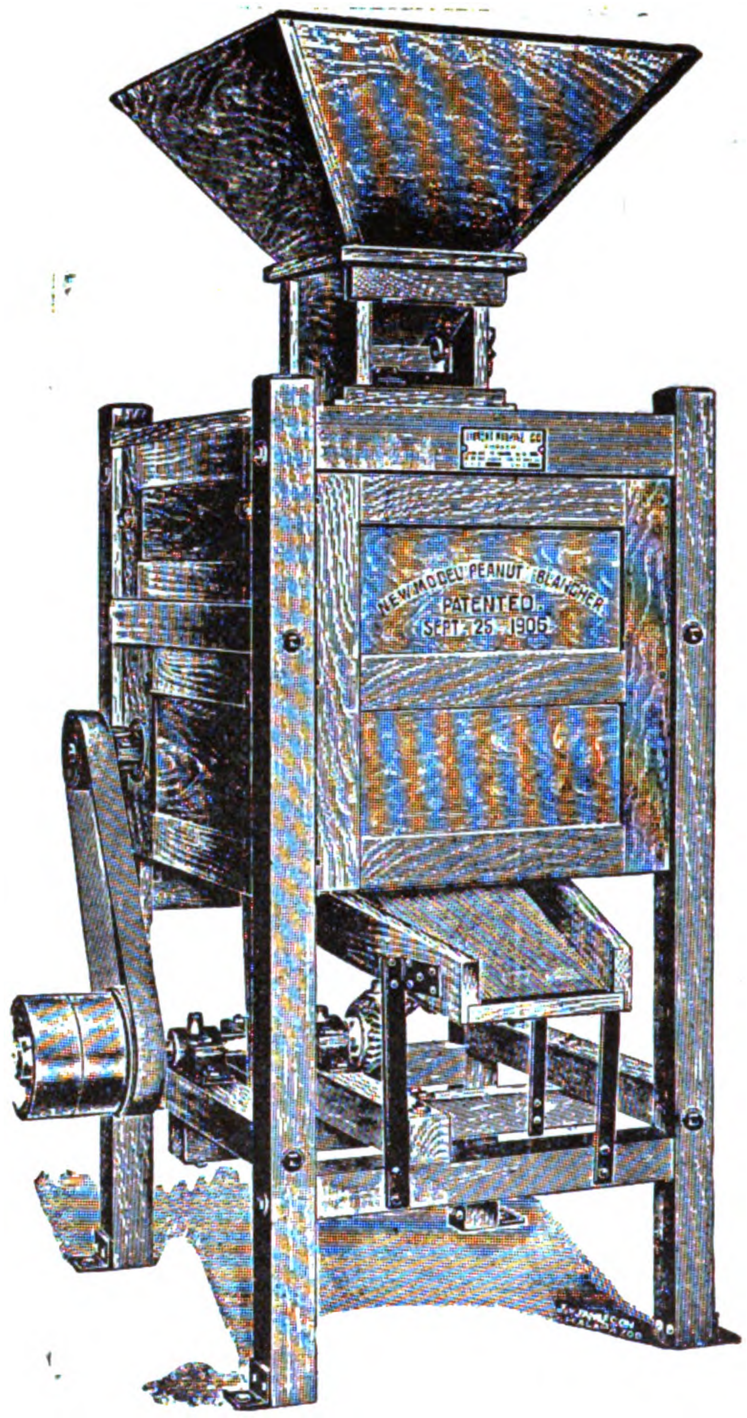
Junior Ideal Caramel Wrapper

Write today for complete descriptions of Ideal Candy Machinery and prices.

IDEAL WRAPPING MACHINE CO.

Makers of Ideal Caramel Wrapping Machines

MIDDLETOWN NEW YORK



The New Model Peanut Blancher

The Standard Peanut Blanching Device used by the leading Manufacturing Confectioners

Efficient Economical Practical

Equipped with Automatic Feed Hopper

Patented Sept. 25, 1905

Write for Complete Catalog

Lambert Machine Co.

Marshall, Michigan

W. B. Bertels & Son Co., Inc.

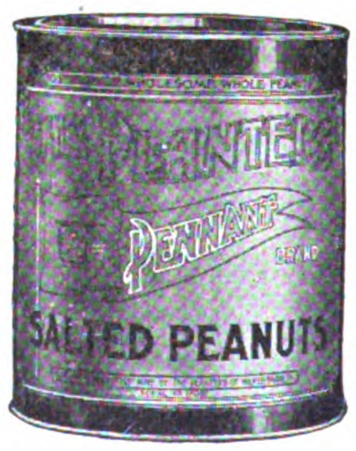
Wilkes-Barre, Pa.

MANUFACTURERS OF

PLAIN and LITHOGRAPHED CANS

OF EVERY DESCRIPTION

QUALITY

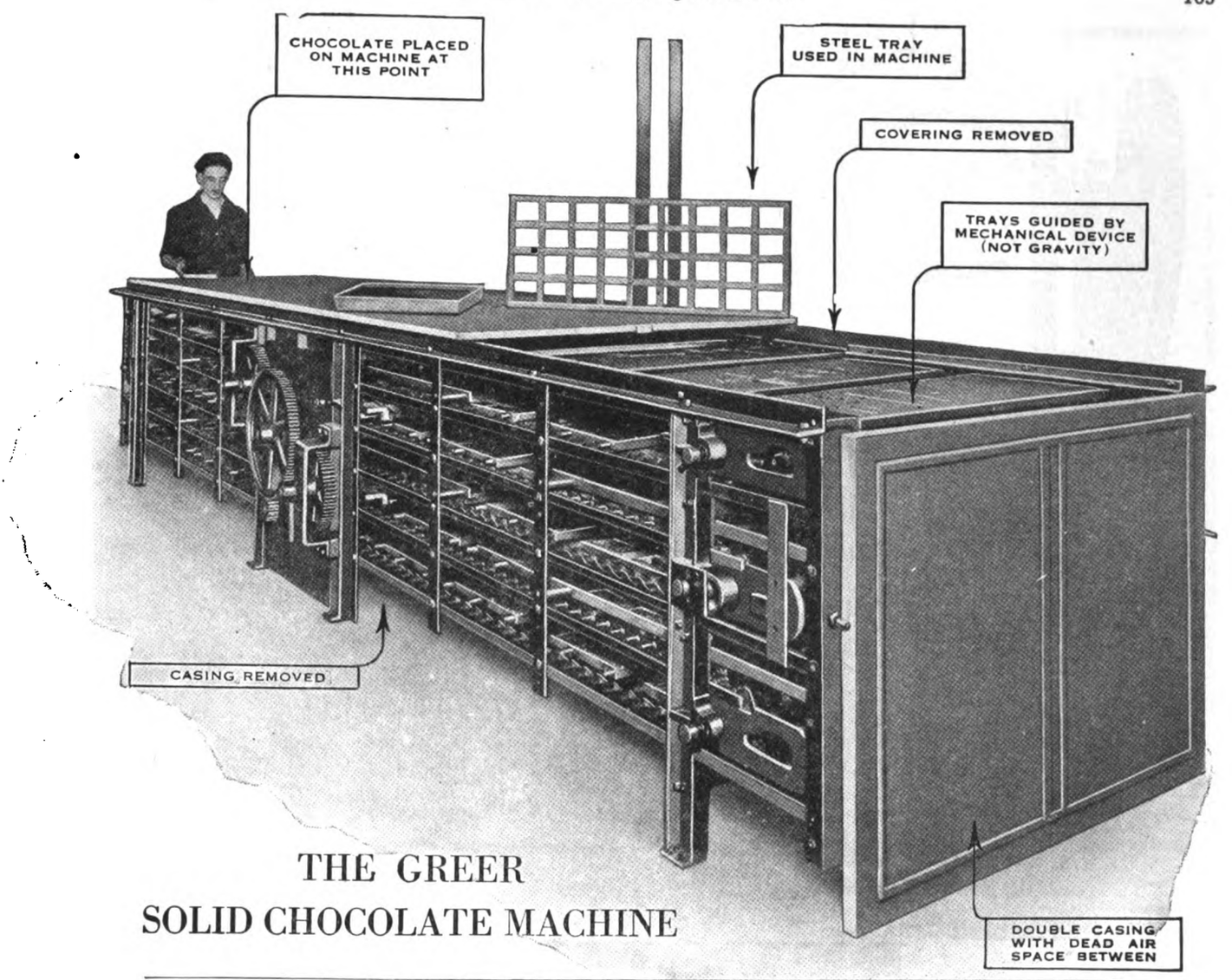


SERVICE

WE MAKE CANS THAT SELL YOUR PRODUCTS

Write for our Prices

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THE GREER SOLID CHOCOLATE MACHINE

Floor Space	Height Over All	Number Of Trays	Power	Weight Approximate	Shipping Weight Approximate
5 Ft. x 20 Ft.	3 Ft.	60 to 70	1 HP.	5000	5600

The Greer Solid Chocolate Machine is made along the same principle as the other Greer machines.

The Greer Solid Chocolate Machine saves 60% floor space.

Reduces the area of space that has to be cooled, and eliminates the expense of cooling the walls of a long tunnel. The latticed steel trays enable the cold air to come in direct contact with the mould or cake.

The machine is designed so the cold air can circulate through it freely, drawing the temperature from the chocolate as quickly as it can possibly be done, and cannot be surpassed by other mechanism.

The machine is substantially constructed, being made of best steel and iron, the chocolate being moved by extra heavy chain. We guarantee the machine to haul one ton of chocolate per revolution.

Practically all gears and mechanism are on outside of machine, which makes it very easy to adjust and more desirable.

The Greer Solid Chocolate Machine gives approximately 350 square feet of cooling space, total travel of chocolate approximately 100 feet. All the space required for the machine is 20 feet in length, 5 feet in width and 3 feet in height.

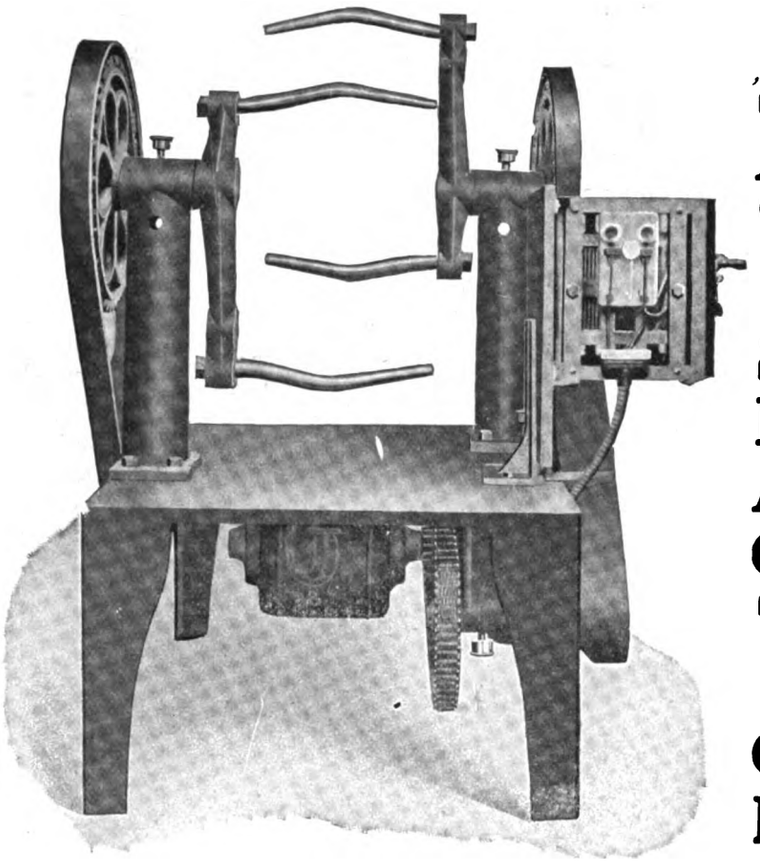
Time required for the goods to dry, which is done in one revolution, depends entirely on the thickness of chocolate and the temperature in machine. Machine can make a revolution (100 feet) every fifteen minutes.

The Greer Solid Chocolate Machine is so mechanically designed that a one horsepower motor operates it with ease, keeping a continuous flow of empty trays for the chocolate and brings the chocolate up to the top of machine where it is easily removed.

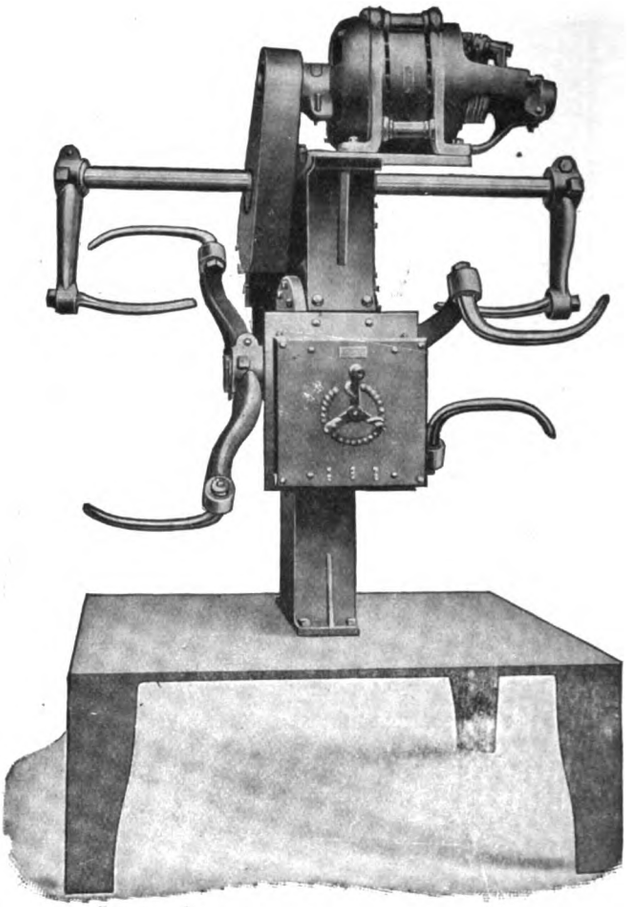
The Greer machines are patented. Imitators warned against infringements.

J. W. GREER CO. 119 to 137 Windsor St., Cambridge, 39, Boston, Mass.

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SATISFACTION



FORM 3 — STYLE D MOTOR DRIVE
Capacity 50 to 100 lbs. per batch

FORM 6—STYLE R TWIN PULLER—MOTOR DRIVE
Capacity 15 to 100 lbs. on each side

REVOLUTION

A GREAT revolution has taken place in the pulling of all kinds of candy by Hildreth's Patented Candy Pulling Machine. Before the year 1900 all pulled candy was done by hand labor, which was unsanitary and unsatisfactory. Three-fourths of the candy pulled in the United States to-day is done by Hildreth's machines. Note what the machines are doing in the factories all over the country. They are pulling hard boiled candy which is made into stick candy, broken candy, chips, buttercups and all other hard boiled goods which are ordinarily pulled by hand.

Hildreth's machine will pull hard boiled goods in from two to three minutes. The machine also pulls molasses candy, either high or low cooked. It will also pull all kinds of chewing candies, high or low cooked, in about eight minutes. You can increase the batch about 20% in bulk over ordinary hand pulling. Your increase in penny count goods is about 20%. The machine pulls caramels and caramel mixtures.

You can work up your scrap and pull it on the machine and make good candy, where it is almost impossible to do so by hand labor, thereby saving the waste.

The machine pulls chewing gum as well as candy. The machine also pulls shoemaker's wax as well as candy. It also pulls a certain kind of white varnish as well as candy. In fact, it pulls anything that is pulled by hand.

You can use a lower grade of sugar, and make as good goods with the machine as you can with a higher grade of sugar by hand labor, thereby a saving in profits. With the machine you can pull every batch alike, making the candy whiter, lighter and uniform, which is of great value to all manufacturers.

The machine is ready to work at all times, day or night, without getting sick, tired, lazy or going on a strike, which is of great value to all manufacturers.

We have machines that pull from 10 to 25 lbs. at each batch, and from that size up to 300 lbs. at one pulling; so that if any manufacturer has much candy to pull he is losing money every day that he does not have one of our machines. In fact, it gives him absolute control over his pulling room, as well as saving a lot of money which would ordinarily be paid out in hand labor.

We do not sell the machines, but lease them by the year.

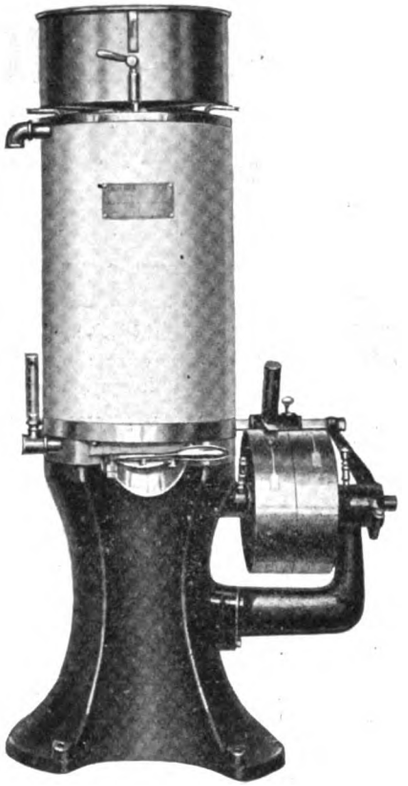
Write for descriptive catalogue and full particulars.

ADDRESS

H. L. HILDRETH CO.

549-559 Albany Street BOSTON, MASS., U. S. A.

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Big Fine Ice Cream Production for Big Ice Cream Men

Big Ice Cream Manufacturers like a big, heavy ice cream freezer that turns out a fine, smooth ice cream in abundance.

The operator enjoys running a big freezer; there is no strain on either the operator or the freezer.

Automatic cream valve fills its own cream reservoir.

Positive brine control valves enable the operator to regulate his own swell or overrun.

Any time through the whole heavy season, year in and year out, the manufacturer has service at hand with E. T. big, fine Ice Cream production freezers.

"Write for this year's catalog"

Emery Thompson Machine and Supply Co.

271-75 Rider Ave. (6-8. Canal Place, Bronx) **New York City**



Copper Steam Jacketed Kettles

Copper Candy Kettles

Carried in Stock

GROEN MFG. COMPANY, Inc.

Coppersmiths

4531 Armitage Ave. **Chicago, Ill.**

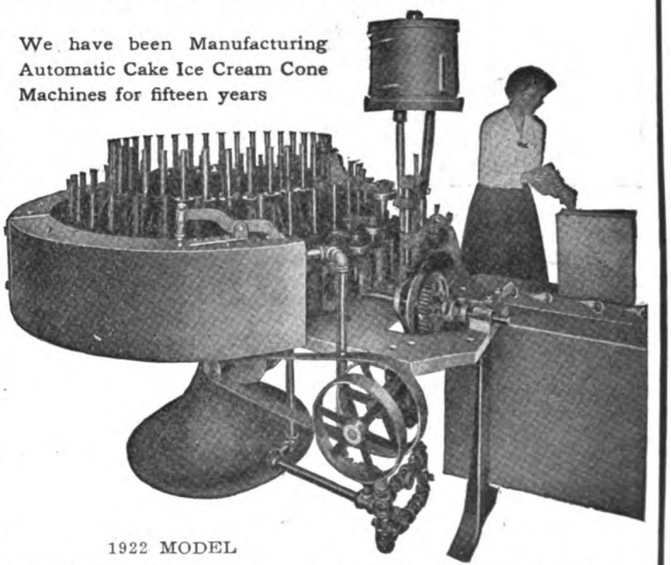
W. W. TURNBULL CONE MACHINE COMPANY

Chattanooga, Tennessee **1419 Fort Street**

Manufacturers of

TURNBULL'S AUTOMATIC WAFER CONE MACHINES
TURNBULL'S AUTOMATIC CAKE CONE MACHINES
TURNBULL'S SWEET CLOVER SUGAR CONES
TURNBULL'S PEERLESS CAKE CONES

We have been Manufacturing Automatic Cake Ice Cream Cone Machines for fifteen years



1922 MODEL

TURNBULL'S Automatic Cake Cone Machine

WE INSTALL our machines in your factory and teach you how to make cones

No expensive labor necessary in the operation of our Machines

Write for prices and information today so we can serve you in time for next season

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The Improved N. W. YORK Batch Roller



This machine will be sent to you on thirty days' trial. Why not give one a trial? Ask us about it.

C. C. YORK

225-227 E. Maryland St., Indianapolis, Ind., U. S. A.

U-KNO Old Time Penny Stick

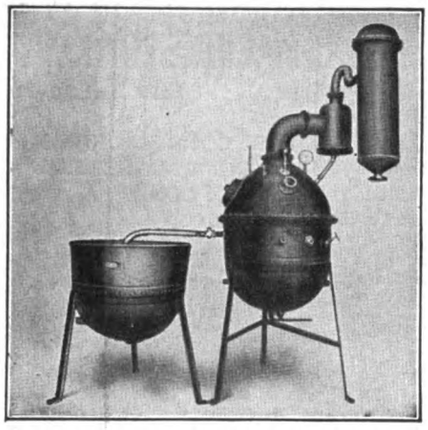
A highly flavored pure Sugar Stick which caused the invention of the IMPROVED N. W. YORK BATCH ROLLER.

This stick will stand any climatic changes but more especially the hot summer weather. Old Time Stick is packed in ten flavors, twelve cartons to the case, fifty sticks to the carton.

One trial order of Old Time Penny Stick will give you an article which will take care of itself after it has been given a fair trial. Write us for prices.

INDIANAPOLIS CANDY CO.

Indianapolis, Ind.

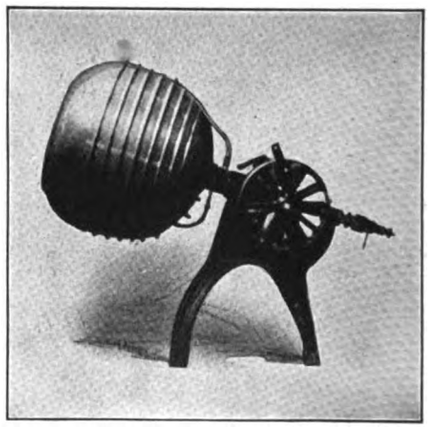


Latest Improved Vacuum Pan

We have been in Coppersmithing Business for generations hence our name

"KOPPERMAN"

Don't you think we ought to know how?

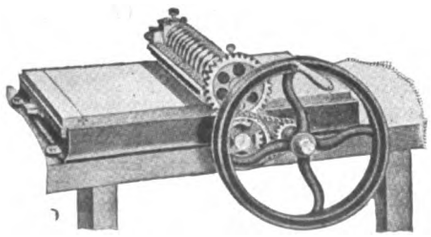


Revolving Pan

JOS. KOPPERMAN & SONS

Copper Work and Confectioners' Machinery

307-311 Florist Street Philadelphia, Pa.

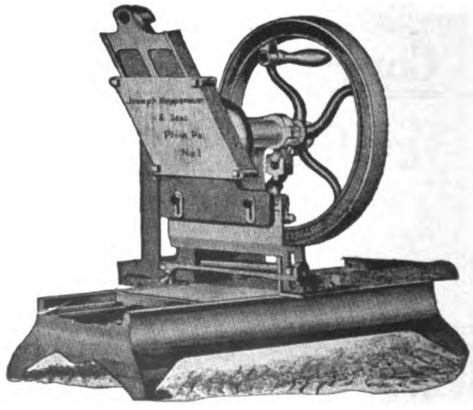


Hand Power Circular Knife Caramel Cutter

We manufacture any kind of Copper Kettle for steam or fire or vacuum *with or without mixers.*

All kinds of sizing, cutting, coating and cooling machinery

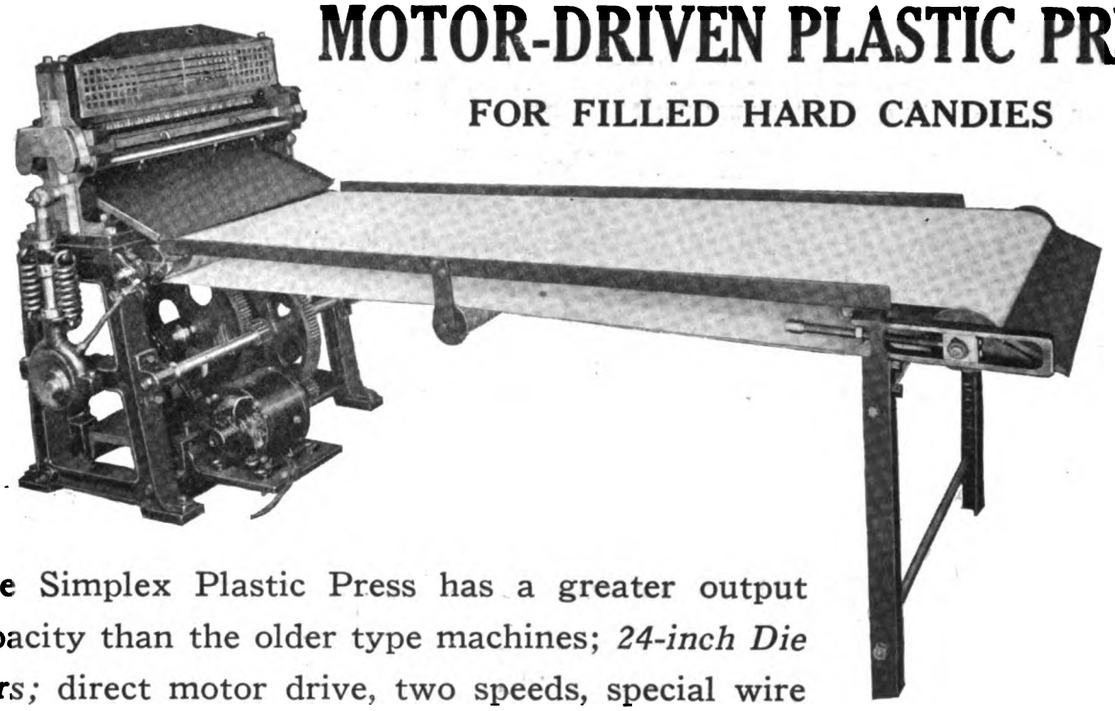
We furnish any piece of machinery used in a candy factory



Shearing Motion Cutter

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IMPROVED SIMPLEX
MOTOR-DRIVEN PLASTIC PRESS
FOR FILLED HARD CANDIES

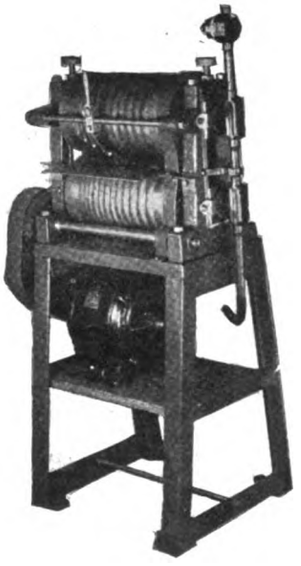


The Simplex Plastic Press has a greater output capacity than the older type machines; *24-inch Die Bars;* direct motor drive, two speeds, special wire screen conveyor. Operation economical, simple and exceptionally accurate—every machine given a practical test before shipment.

Now Read—Extraordinary Offer!!!

We offer you a Simplex Plastic Press *with die bars (Peanut, Raspberry, Almond, etc.)* at a price no more than you would pay for a continuous cutter or any motor driven hard candy machine.

Wire or Write Today For Price and Deliveries



Simplex Sizing Machine For Increased Capacity

Vacuum Candy Machinery Co.
326 W. MADISON STREET
CHICAGO, ILL.

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The BRACH Continuous BUTTERCUP STRAW and WAFFLE MACHINE

This Is the Only Machine Made That Will Cut a Large Variety of Pillow Shaped Hard Candy Without Change of Machinery

High Speed—No Delays—Greatly Increased Output!
The very high speed of 1500, 3000 or 6000 pieces per minute is secured by the continuous, practically self-feeding operation. With a little experience, 100 pounds of soft or hard center goods can be turned out in ten minutes. One machine takes care of three sets of spinners, cutting down labor costs, saving space, and increasing your output many times.

Ask Any of Our 300 or More Satisfied Users!



Price COOLER and CONVEYOR **$750.00**

Either belt drive or ready for motor to be mounted. Motor and starter extra, at current market price. F. O. B. Chicago.

THE BRACH COOLER AND CONVEYOR is an exceedingly compact unit, occupying but about one-third of the space ordinarily used. used. It has the capacity of a straight convey or of 105 feet, if the goods comes out in a single line, or with web. But if used in connection with my Buttercup Machine, which cuts the goods off completely, allowing them to spread over the belt, the cutter running five times the speed of the conveyor belt, would give a cooling capacity equal to 525 lineal feet.

DIMENSIONS
Length . . . 17 Feet
Width . . 14 Inches
Base where motor and fan are connected is 30 inches wide.
Height . . 32 Inches

NOTE
Can furnish COOLER and CONVEYOR separate or in one compact unit connected with motor and starter to my Worm Gear Drive BUTTERCUP STRAW and WAFFLE MACHINE

WARNING!

On account of the extraordinary popularity of this machine, there is being made and sold as a genuine Brach machine an imitation cutter which infringes on my patents. NOTE—each machine bears a serial number of which we hold an exact record that we may know to whom every machine of our make is sold. To avert trouble make sure you are buying a genuine Brach Continuous Buttercup Machine. We will prosecute all sellers and users of infringements.



Showing a Brach Machine used with a York Batch Roller which I can supply in 6, 7 and 8 foot lengths at regular prices

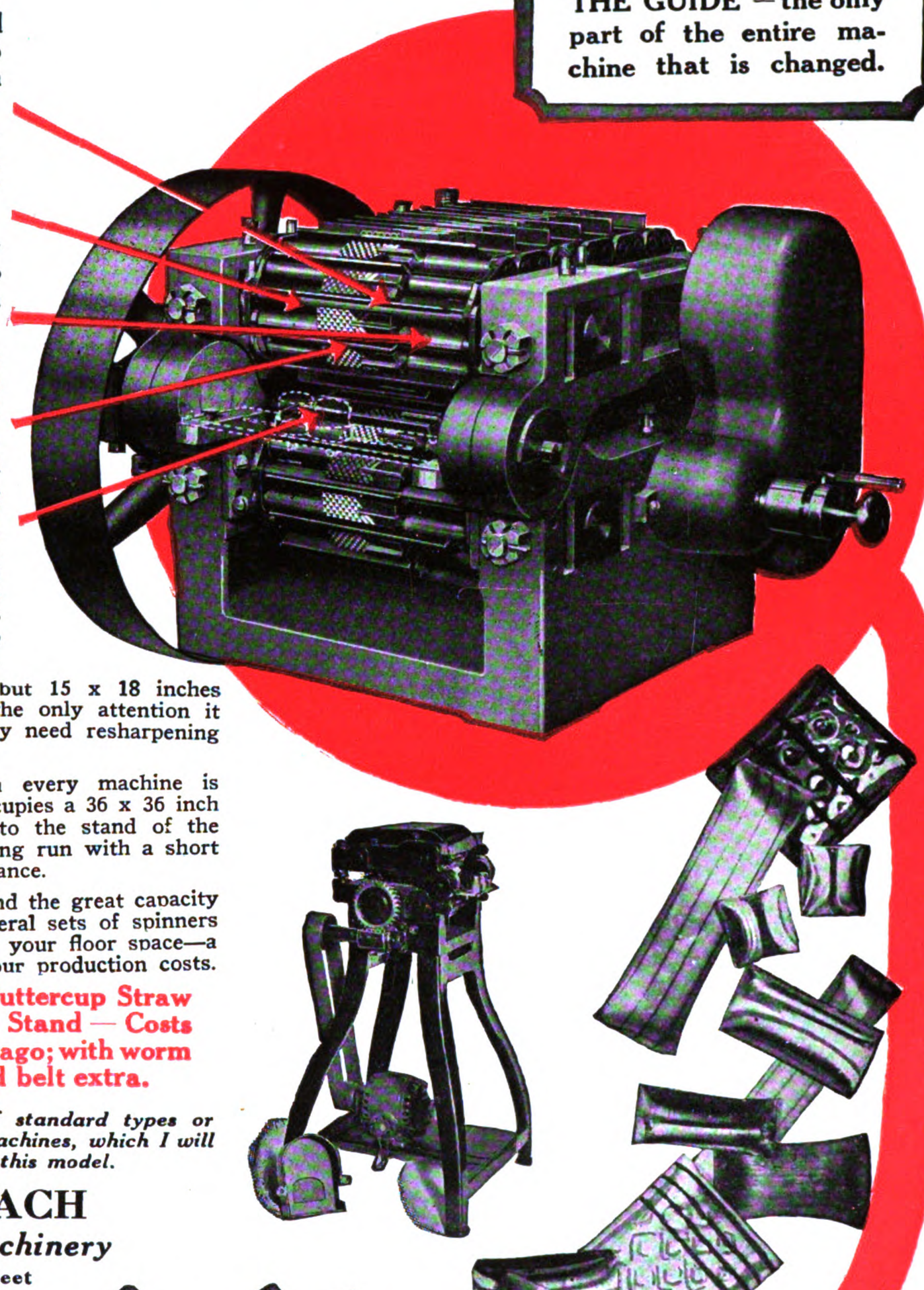
MY LATEST—The Worm Gear Drive

The addition of a worm gear drive to my latest model, which performs the work of four machines, makes it a model of efficiency.



THE GUIDE — the only part of the entire machine that is changed.

1. ***Baby Kisses***—Any small piece 3/8 inch long and up to 3/4 inch wide are cut on this series of knives.
2. ***Pillows, Chips, Straws***—3/4 inch long and 1/8 to 1 1/2 inches wide are cut by this set of knives.
3. ***Straws, Chips, Pillows***—1 1/2 inches long and 1/8 to 1 3/4 inches wide are cut on this series of knives.
4. ***Waffles*** — 3/4 inch long and up to 3/4 inch in width are cut and stamped with this series of knives.



THE GUIDE—indicated by dotted lines, and illustrated separately, has two peculiarly shaped knurls which may be so turned and separated as to regulate the batch to any width from 1/8 to 1 3/4 inches as desired. Adjustments are made by simple thumb screws. An experienced operator can feed the machine without using the guide.

THE MACHINE MEASURES but 15 x 18 inches over-all. Once set up, oiling is the only attention it requires. The knives will probably need resharpening about every five years.

THE STAND SUPPLIED with every machine is strongly made of cast iron, and occupies a 36 x 36 inch floor space. The motor attaches to the stand of the new worm gear drive machine, being run with a short belt—a safety protection of importance.

SAVES SPACE: The small size and the great capacity of this machine, which enables several sets of spinners to use it alternately, saves 75% of your floor space—a very important item in reducing your production costs.

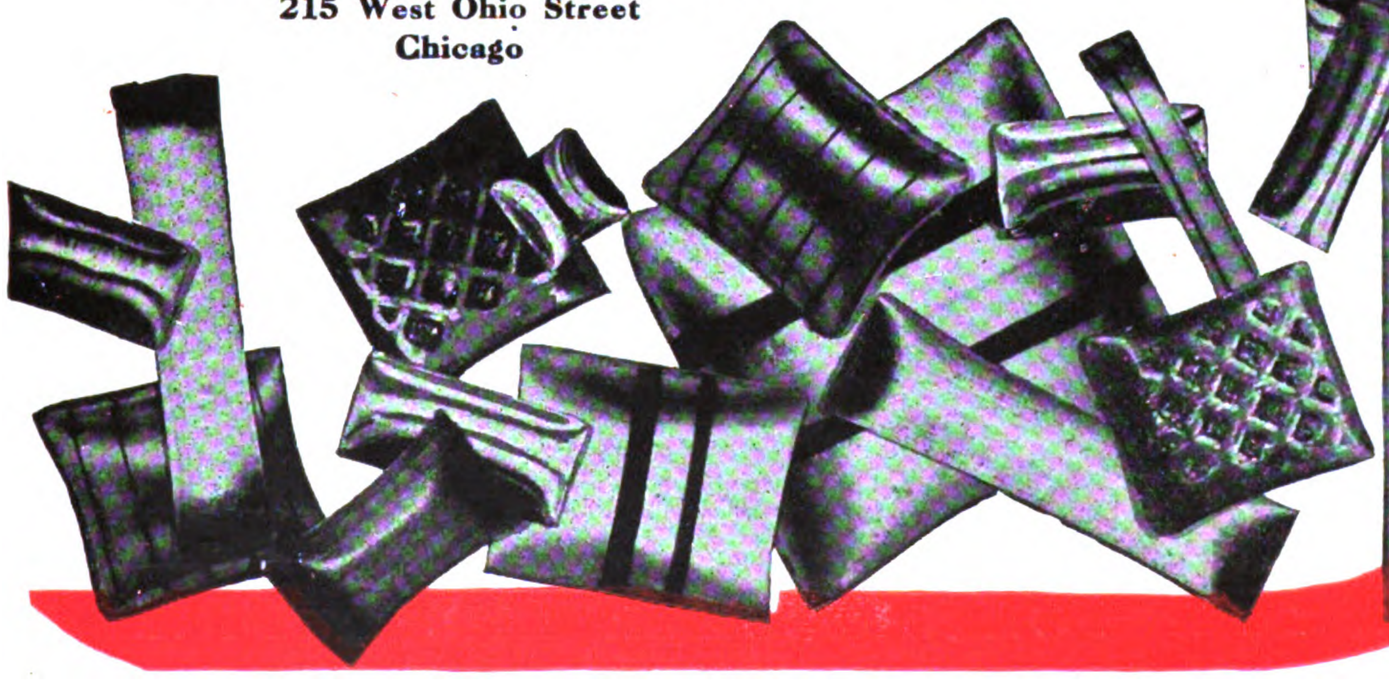
The BRACH Continuous Buttercup Straw and Waffle Machine with Stand — Costs Complete, $850, F.O.B. Chicago; with worm gear drive $900; motor and belt extra.

NOTE: I have a limited number of standard types or motors for the worm gear drive machines, which I will supply at current prices to buyers of this model.

EMIL J. BRACH

Confectionery Machinery

215 West Ohio Street
Chicago



30 DAYS FREE TRIAL

(In U. S. Only)

Arrange to have a machine sent you on 30 days' free trial and prove to your own satisfaction its labor-saving, profit-making qualities.

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The Ball Cream Beater Co.

DAYTON, OHIO, U. S. A.

MANUFACTURERS OF THE

Ball Cream Beater and Cooler and Dayton Cream Beater and Cooler

Ball Beater
Patented



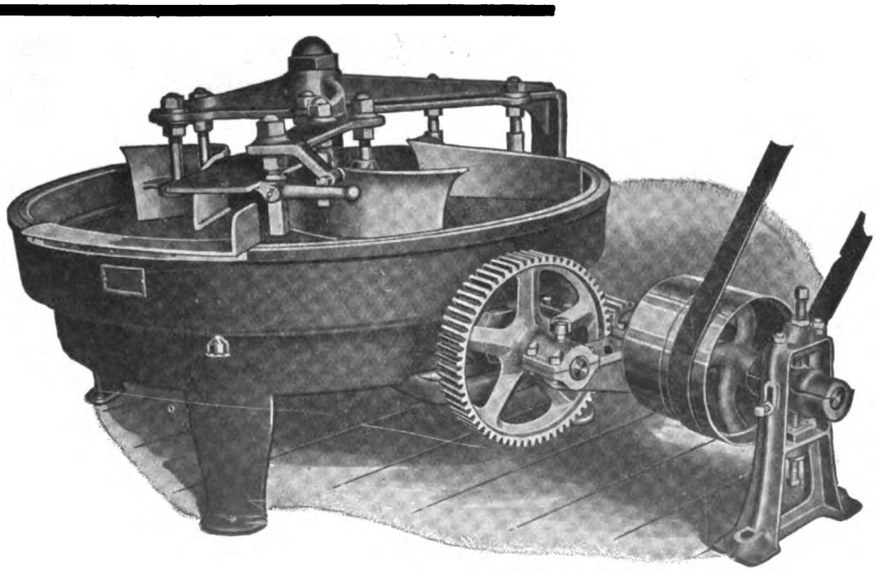
BEWARE
of infringements on our Patents

THREE THOUSAND IN USE!

BEST IN THE WORLD! **WHY NOT HAVE THE BEST?**

Every Candy Manufacturer Should Have One!

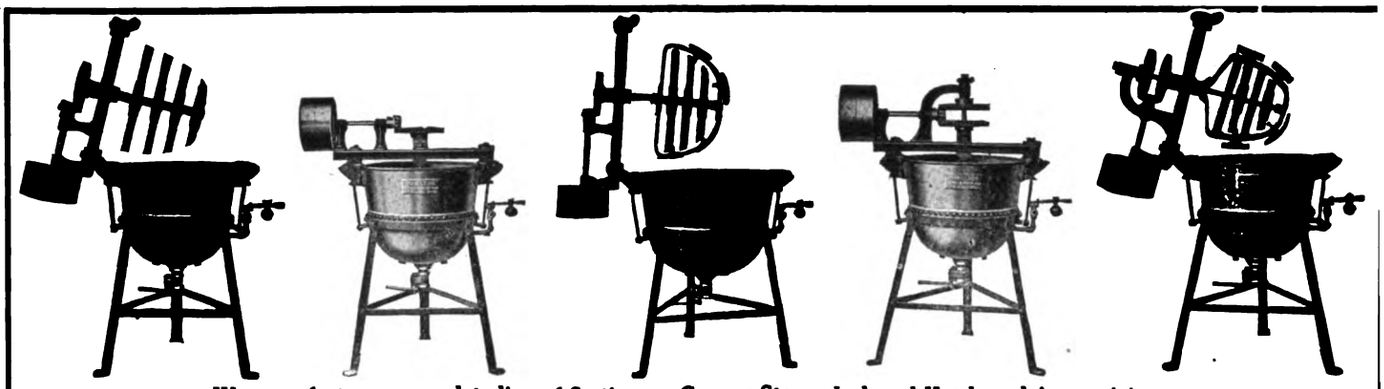
We shall protect
our Patents to the full extent of the law.



Dayton Beater
Patented

FOR PARTICULARS, SEND FOR CIRCULAR AND REFERENCES

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We manufacture a complete line of Stationary Copper Steam Jacketed Kettles, plain or mixing.
Absolute satisfaction guaranteed. Prompt shipments. Ask your dealer or write us for literature and prices.

HAMILTON COPPER & BRASS WORKS, Hamilton, Ohio

You Need These Machines

White's Improved Perfect Candy Cutter



"Ask any candymaker what he thinks of the White Caramel Cutter and Sizer and he will tell you that they are the staple and standard machines all over the world and that he prefers them above all others."

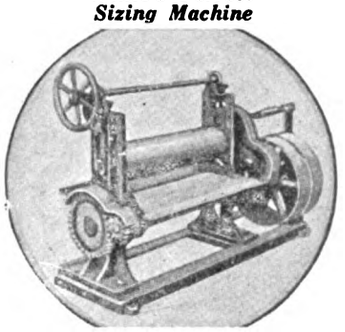
Write for Catalogue and Prices for Belt or Direct Motor Driven

WM. M. BELL

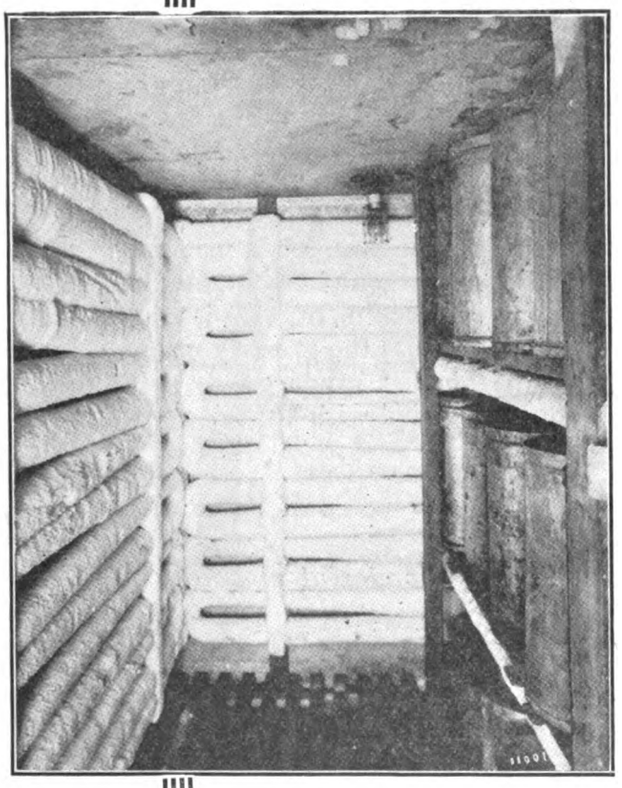
Authorized Agent
The Heirs of JACOB WHITE

6 East Lake Street **CHICAGO, ILL.**

White's Perfect Sizing Machine



Better Cream and Better Custom



Not only does mechanical refrigeration effect greater efficiency and cleaner, more sanitary conditions, but the quality of the cream is greatly improved, and a natural increased demand follows.

BRUNSWICK REFRIGERATION

as exhibited in the dry hardening system shown in the accompanying photograph is especially efficient in this respect. It can be counted upon to produce, economically, in every case, the low temperature needed.

Whether installed for complete dry or wet hardening system, **Brunswick** equipment is celebrated for low upkeep and long life, and for the excellent quality of the cream obtained.

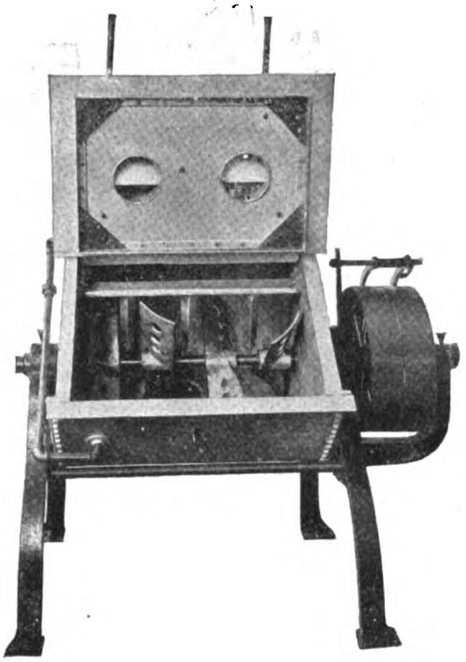
BRUNSWICK REFRIGERATING CO.

107 Jersey Avenue **New Brunswick, N. J.**

BOSTON, MASS.
10 State St.

NEW YORK CITY
30 Church St.

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The Savage Assures Success

THE secret of successful marshmallow manufacture lies in the proper beating of the goods.

No matter how excellent your ingredients may be, no matter how carefully the proportions are measured, if you are not equipped with a properly constructed and mechanically correct device for beating and cooling the goods, your efforts will not be crowned with the greatest success.

The Savage Marshmallow Beater leads for the very simple reason that, like the entire Savage line, this machine is built by experts,—by men who know the candy business, who know the difficulties confronting the manufacturer, and have produced the necessary mechanical equipment to meet these difficulties.

The fact that this beater is so sturdily and carefully built makes the first cost the only cost. The construction is so simple that you are never troubled with adjustment of the parts. There are no gears, chains, or complicated parts to get out of order.

If you are looking for a machine that will run day in and day out without repair or replacement, that is constructed to produce the greatest quantity of the highest grade goods, you will not be satisfied with anything but the Savage.

Send for new illustrated circular fully describing this wonderful machine.

Savage Brothers Co.

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A Few of Our Pleased Customers:

"We now have your Savage Marshmallow Beater installed and same is working out entirely satisfactorily, and we do not know how we got along without this machine as long as we did.
"We would be glad to show this machine to anyone who might be interested in purchasing one from you."

Spoehr, Chicago.

"We have several of the Savage Marshmallow Beaters in operation in our various plants and in all cases we have found them consistently giving excellent results. We have experienced no trouble whatever with any of the moving parts of your equipment and find the machines to be strong and substantial. In short, we have found that your machine is all that you claim for it and a little more."

E. J. Bach & Sons, Chicago.

"We think you have the greatest and best marshmallow beater on the market and we have shown our belief in this by purchasing three. We have found them so far superior to any other beater on the market that we have discontinued using all our other beaters and are using yours exclusively."

The Cherry Cheer Co., Inc., Sidney, Ohio.

"We consider the Savage M. Beater a wonderful machine and are producing drops that show a saving of one-half to three-quarters pound on each box over the beater that we formerly used.
"Considering the amount of power required and the volume of goods produced, we are very much pleased with the machine."

A. B. Newhinney Co., Inc.
Terre Haute, Ind.

"The Marshmallow Beater purchased from you last spring has now been installed several months.
"We unhesitatingly state that it is the best machine of its kind we ever used.
"We are highly pleased with the goods turned out and know positively that our product is better and our sales correspondingly increased in this line on account of the work of this machine."

Martin Candy Co., Marshfield, Ore.

"The beater is giving us excellent satisfaction, and does the work A-No. 1, and is all you claim for it. We consider it the best M. M. beater on the market today. Since we have put it in use we have taken out two other makes of beaters."

Brecht Candy Co., Denver, Colo.

"To say that we are satisfied with the Savage Marshmallow Beater is putting it mildly. As soon as arrangements for the enlargement of our factory are completed we shall want more of your Marshmallow Beaters."

General Candy Co., Milwaukee, Wis.

"We are very much pleased with the results we are getting with our Special 200-pound Marshmallow Beater.

"At a recent meeting of our directors it was agreed that in our new home we will install only your beaters.
"You may ship us another of the same type as soon as possible."

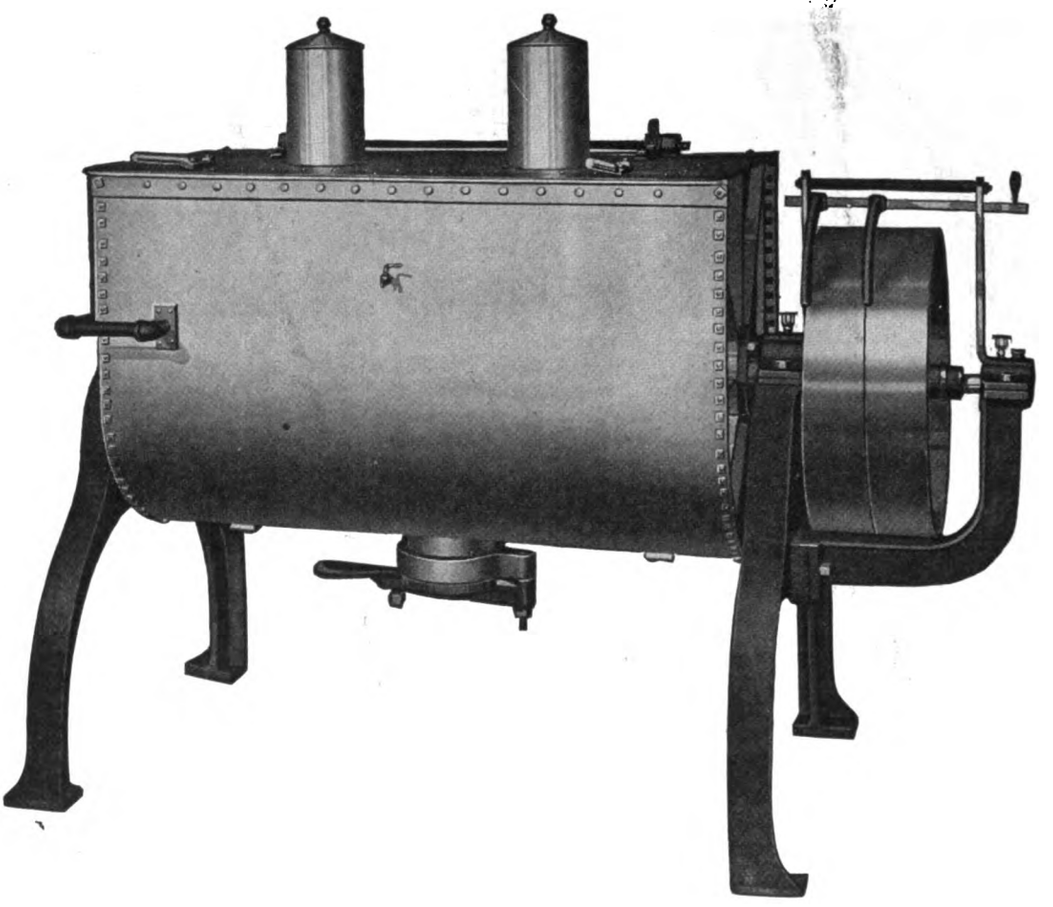
Senneff-Herr Co., Sterling, Ill.

"We have been using one of your 150-lb. Marshmallow Beaters for the past two years. We have found this to be a very strong and durable machine; a machine that will stand up under every test to which we have put it.
"We have found that this beater will produce any kind of marshmallow which we have desired to make.
"In addition to this being a marshmallow machine, we have found it to be very satisfactory in mixing nougat.
"We can highly recommend this machine to your trade."

Zion Candy Factory, Zion, Ill.

"We take much pleasure in testifying to the merits of your Marshmallow Beater. From the very outset we wish to emphasize that your beater is all that it is represented to be. From an economical standpoint as well as efficient production we do not think that your splendid beater can be surpassed. We figure that we are saving money in the mixing of our batches, further supported by maximum production."

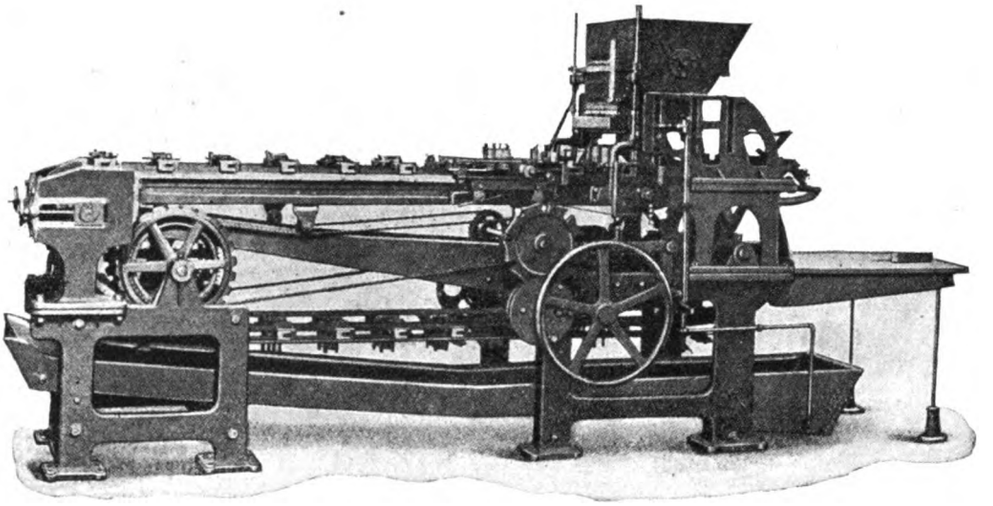
The Paulin Chambers Co., Ltd.,
Winnipeg, Canada.



2638-2646 Gladys Ave., Chicago, Ill.

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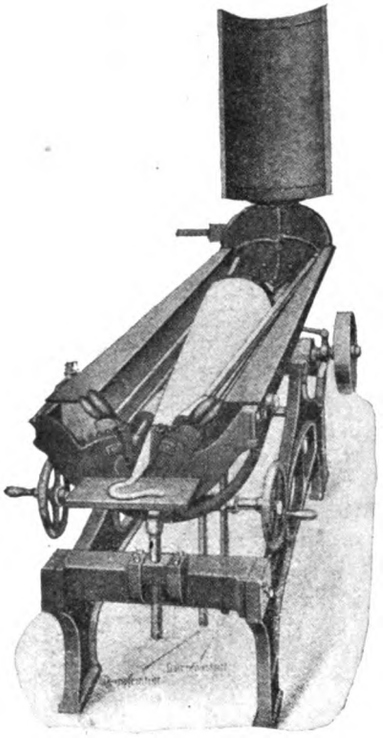
Chocolate Dipping Machines—Continues automatic with or without cooling attachment. High gloss belts. No paper liners required. Capacity, 2000 pounds upward per day. Price from $2200.00

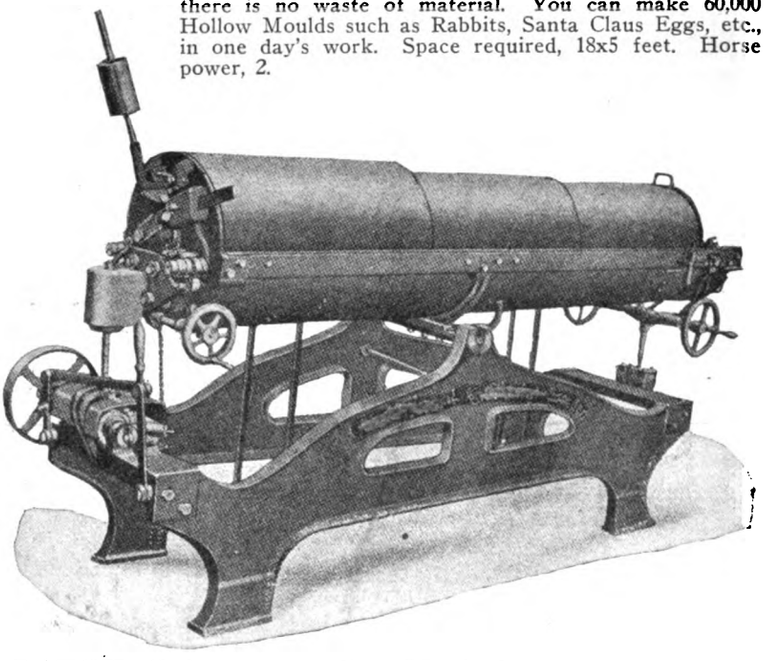


Automatic Depositing Machine

for filling chocolate or wax goods in metal or any other composition moulds where a shell is required. It fills the moulds, knocks or taps the moulds, turns to drain moulds out, and pumps the drainings back to the depositor.

The depositor has a mixing apparatus that stirs the material and acts as a stirrer and to give an equal delivery to the pumps for the deposits. Will fill from a few grams into a small mould of an inch or less to a mould of 14 inches in length of any weight and capacity, from one to 14 deposits at one time. And in case a mould is not placed into the holder it will automatically not deposit. So there is no waste of material. You can make 60,000 Hollow Moulds such as Rabbits, Santa Claus Eggs, etc., in one day's work. Space required, 18x5 feet. Horse power, 2.





The Latest BATCH Spinner on the Market

1st. It holds the end of the batch like a human hand while spinning, and it travels along with the batch as the spinning goes on.

2nd. It takes a second to raise or lower the table, according to the size and weight of the batch, to give an equal feed for the spinner, and the front end, where the delivery is made, is adjustable, so it delivers the required thickness.

3rd. While spinning, the batch is covered to give equal heating surface for the batch all around, or it could be kept half or whole open if desired.

4th. The batch lays on wire cone, six rolls covered with wire tinned to hold the batch in position. No canvas or leather to stick to. Clean and easy to work.

5th. I have a machine on show. Come and look at it and you will appreciate the facts.

Price of this machine within reach of all, and will pay for itself in a short time.

Chocolate Refiners—5 roll. Water-chilled steel rolls, 22x52. Price.....$6500.00
Concher—4 sections. 2200 pounds' capacity. Price.....$2300.00

J. FRIEDMAN

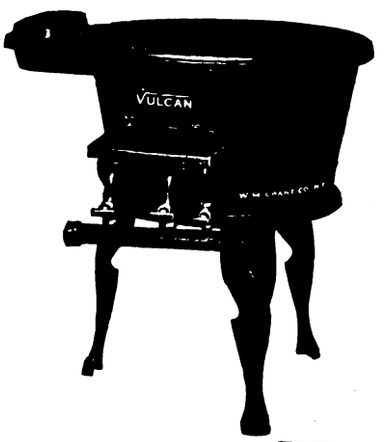
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214-226 East 22nd St. New York, N. Y.

Complete and largest line of Candy Machinery, Chocolate Machinery, Cocoa Butter and Cocoa Powder Plants, Chocolate Dipping Machines, Wrapping Machines, Package Making, Filling, Sealing and Labelling Machinery, CHOCOLATE MOULDS, etc. "LOOKING FOR A CERTAIN MACHINE? Yes, I HAVE IT." *Established since 1892.*

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Have Helped Many Candy Makers to Success

Only good candy is called for repeatedly.

And it takes repeat orders to build up a successful business.

You know that. And knowing it, you realize, of course, the importance of having the finest equipment obtainable.

Your candy furnaces should be adaptable—providing quick or slow heats as desired. Consider the Vulcan.

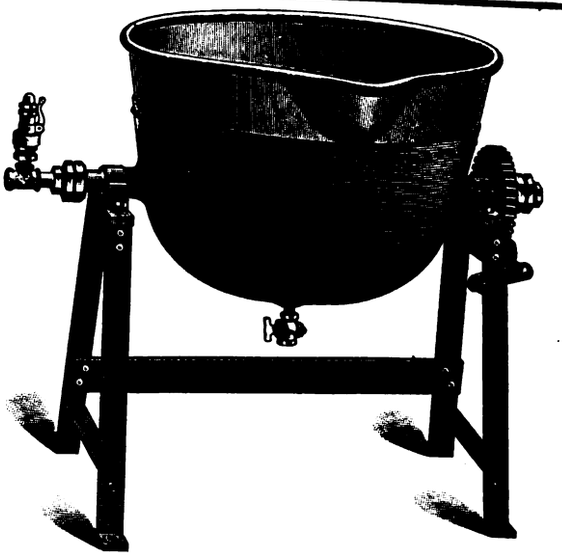
The powerful 3-ring, one-piece burner throws out intense heat which is concentrated at sides and bottom of kettle. It provides any degree of heat needed.

Top has graduated rings to take kettles of several sizes.

The Vulcan is durable, economical and will save you much time and work.

Described in detail in interesting folder. Write for copy today.

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Pacific Coast Distributor
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Steam Jacketed Copper Kettles

STATIONARY AND TILTING

have been a specialty with us. Our kettles are guaranteed to give satisfaction and we stand solidly behind every shipment.

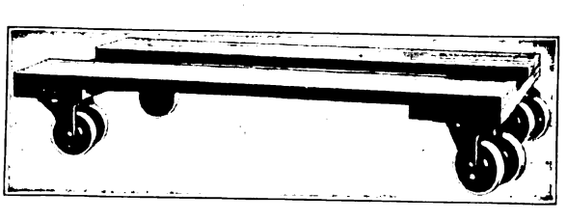
The Bucyrus Copper Kettle Works Co.
1874—1922
BUCYRUS : : : OHIO

Visit us at Space No. 109 at the Chicago Convention, May 22-27.

The Perkins Adjustable Dry Room

Saves fifty per cent. of your steam. Gives uniform work at all times of the year. Dries much faster. (Saves space, trays and trucks.) Perfectly clean. Easy to operate. Simple to install. Is not expensive. Hundreds in use.

Write for descriptive Bulletin No. 100, and prices on candy truck.



PERKINS "ONE MAN" TRUCK

Elmer E. Perkins Company
Manufacturers

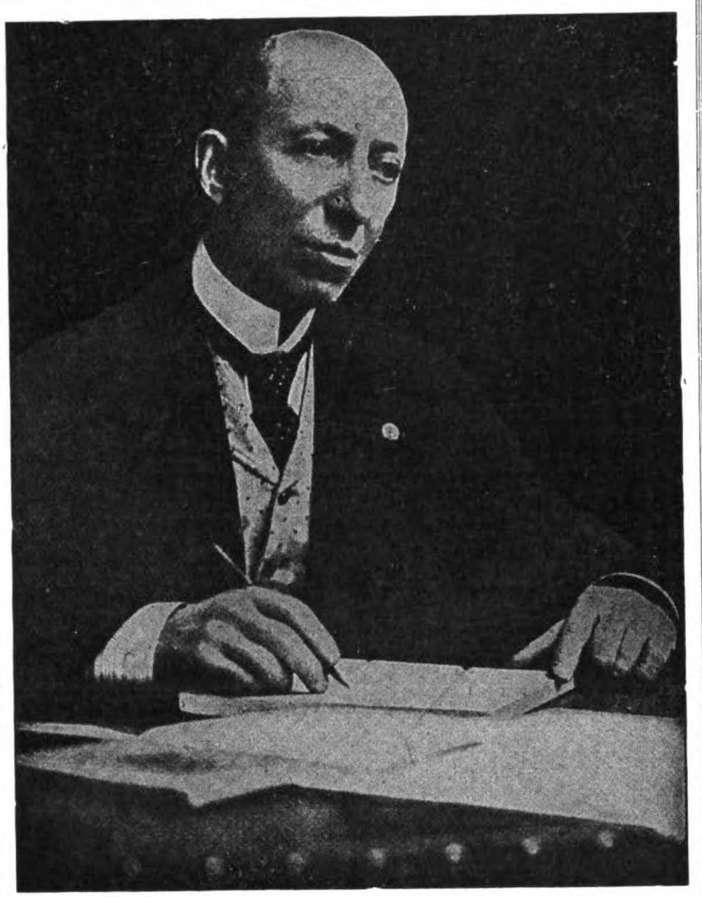
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The Master Key

to a "Bang-up" Candy Business for the Summer Season Is a Copy of



Jake Friedman's Common Sense Candy Teacher

with enlarged supplement

THIS book treats fully upon the Ice Creams, Ices, Sherbets, Punches, the Crushed Fruits for the Fountain, Pointers for the Fountain man. The Matzapan Almond Paste work. Pointers on String Rock Candy, Log Cabin Roll, Marshmallows, both moonshine and Egg. Pan work, its Principle and both smooth and rough work, Lozenge work, Cream work of all kinds, Hard Gums, Jelly Gums, Principal formula on A. B. Gum work. Crystallizing Gum work. Almond Paste work, Cream Almonds, Cordial work, Gum paste work, Cocoanut work, Cinnamon Imperials, Pearled Caraway seeds and Pearled work. Marshmallow Eggs, Chocolate Coating, Blending, hand coating. Pure Cream caramels and cheap Caramels, Icing for caramels and commercial Caramels. Sponge Candy, Nonpareils. New styles of Nut and Fruit Goods. Goods for all kinds of Party and Banquet work. Jelly work, A. B. Gum work. Fudges of all kinds and prices, Honeycomb work of all Kinds. Pop Corn Valuable pointers to the workman, to the Employer. Glace work, Novelties for Easter, Fourth of July, Valentine's Day, Decoration Day, and all Holidays. Hand roll cream work. Nougats, Nougatines, Chicle Chewing Gum, its Principle, Formula, Jelly beans, Jelly pan work. Hard goods all kinds, Bar goods of all kinds and types, Burnt Almonds and Peanuts, Jordan Almonds, Kisses, Taffies, Brittles, Bon Bon work, Fig Work, in fact the Candy work to date and pointers on Window display and Shop work.

Send Today for Copy of Fifth Edition Jake Friedman's Common Sense Candy Teacher With an Enlarged Supplement

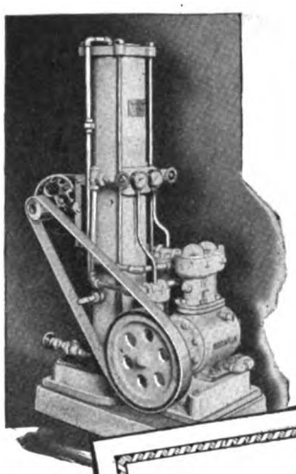
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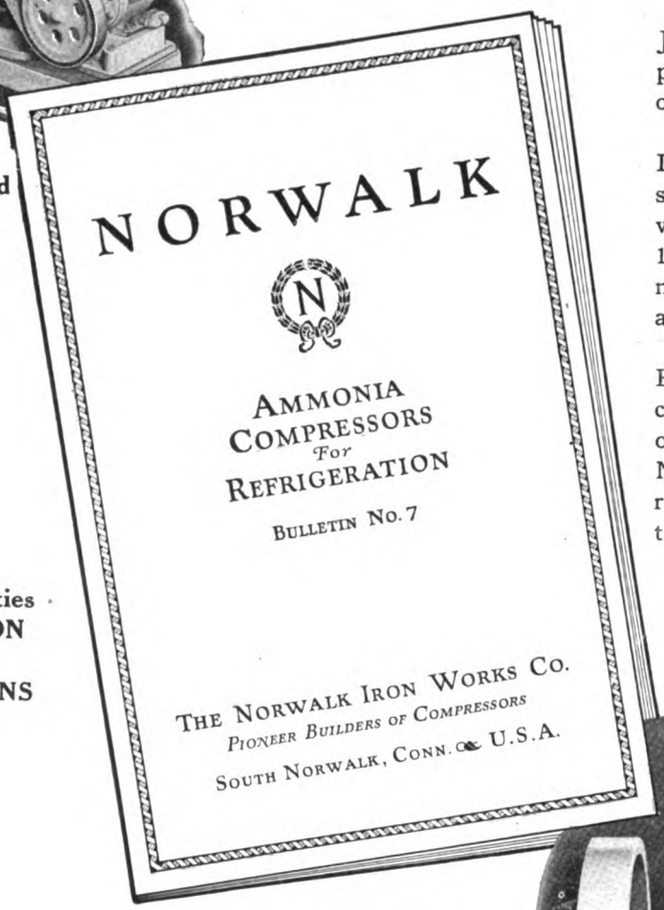
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Write For Your Copy of the New Norwalk Refrigeration Bulletin

Fully Assembled ½ Ton Unit

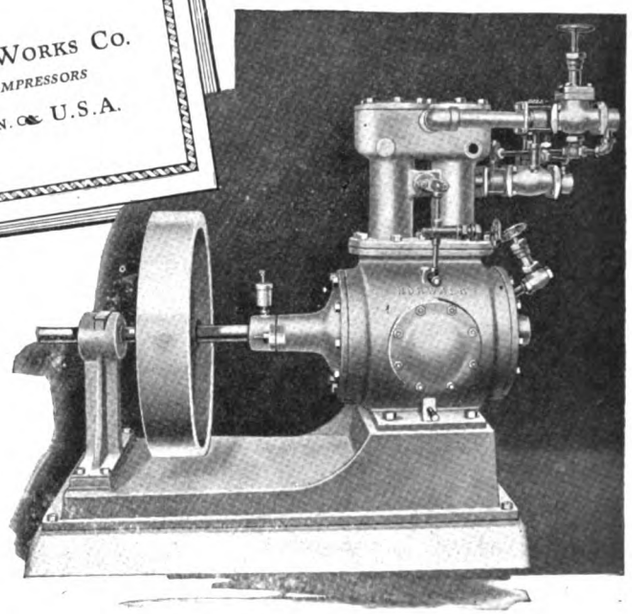


Capacities ¼ TON to 10 TONS

Just off the press, it gives you the plain facts on an entirely new kind of refrigeration efficiency.

It illustrates, describes and gives specifications for the complete Norwalk Refrigeration line—¼ ton to 10 ton capacities—and includes the new Norwalk self-contained, fully-assembled units.

Before you make any decision concerning mechanical refrigeration, you owe yourself a knowledge of the Norwalk advantages in simplicity, reliability and economy. They insure the results you want.



6-ton Ammonia Compressor For Refrigeration

Ask for Bulletin No. 7.
***It** will be sent to you without charge.*

THE NORWALK IRON WORKS COMPANY

Pioneer Builders of Compressors

SOUTH NORWALK, CONN.

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THE AUGUST MAAG CO.

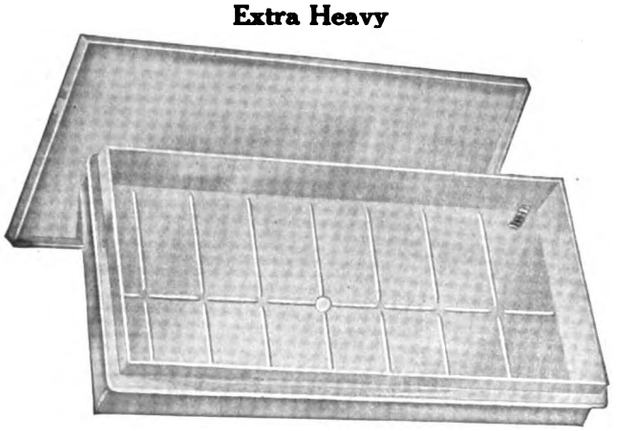
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SMALL TIN ICE CREAM SPOONS!

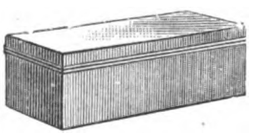


This new idea about the name in handle is a winner. Your name in the handle costs you no more than others you have bought plain. Write for sample.

STEEL SLAB BRICKS
Extra Heavy



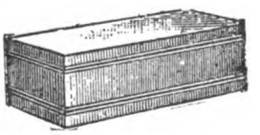
Single Lid



IXXXX Tin

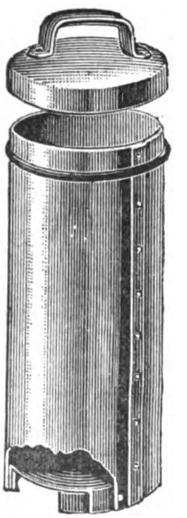
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IXXXX Tin

Steel Cans



Inserted Bottom

Carry Out Cans—IXXXX Tin



Low



Medium and High

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Get Our Prices

OUR BRICK MOULDS AND CANS ARE

"ABSOLUTELY U. S. STANDARD GAUGE"

MANUFACTURERS AND HEADQUARTERS FOR

ICE CREAM FREEZERS, TOOLS and SODA FOUNTAIN SUPPLIES

MANUFACTURERS FOR THE JOBBING TRADE

Catalogue of Ice Cream Goods, Also Bakers' Tools and Utensils Mailed Upon Request

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ESTABLISHED 85 YEARS.

THOMAS BURKHARD, INC.

494 & 496 Flushing Ave., Brooklyn, N. Y.



Plain Kettle



Vacuum Pan

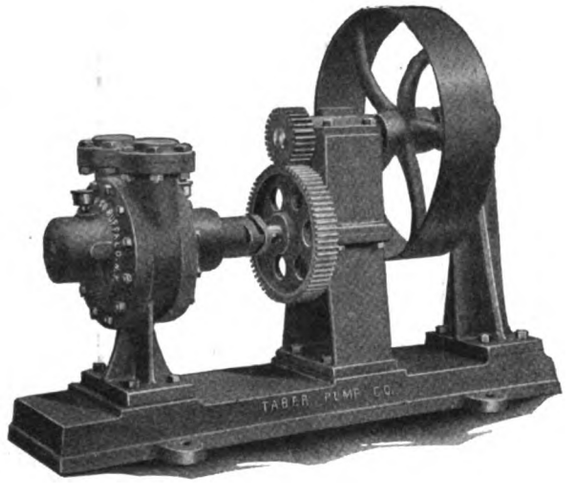


Tilting Kettle

We all feel elated when we produce something that is a success and we cannot help but talk about its merits; so with us, we have produced a Copper Jacketed Kettle, a Vacuum Pan, a Revolving Sugar Coating Pan and Mixing Kettles that have achieved an enviable reputation. Why? Because we devote all our energy and wits in maintaining their high standard by using the best material and employing only the experienced workman.

Why should we consider competition when such equipment poorly constructed is always a source of danger and expense.

TABER GLUCOSE PUMP



We have prepared a blue print for you, showing how to handle glucose. Send for it.

TABER PUMP COMPANY
299 Elm Street BUFFALO, N. Y.

Every Waste Eliminated

Profits now, more than ever before, **depend on economy of operation.**

The dollar you spend in manufacturing must now **return full value** in product, for you can no longer make the price cover the cost of wasteful manufacturing.

Lost motion and wasted effort must be eliminated, as competition this year will be keener than ever.

Such economy of operation is already being achieved by many. Among these a number found the solution to the problem through reading our book—

"MAKE BETTER CANDY FOR LESS MONEY"

We have a free copy waiting to go to you; your name and address on a postal will bring it.

IMPROVED APPLIANCE COMPANY
417 Kent Avenue
BROOKLYN, NEW YORK

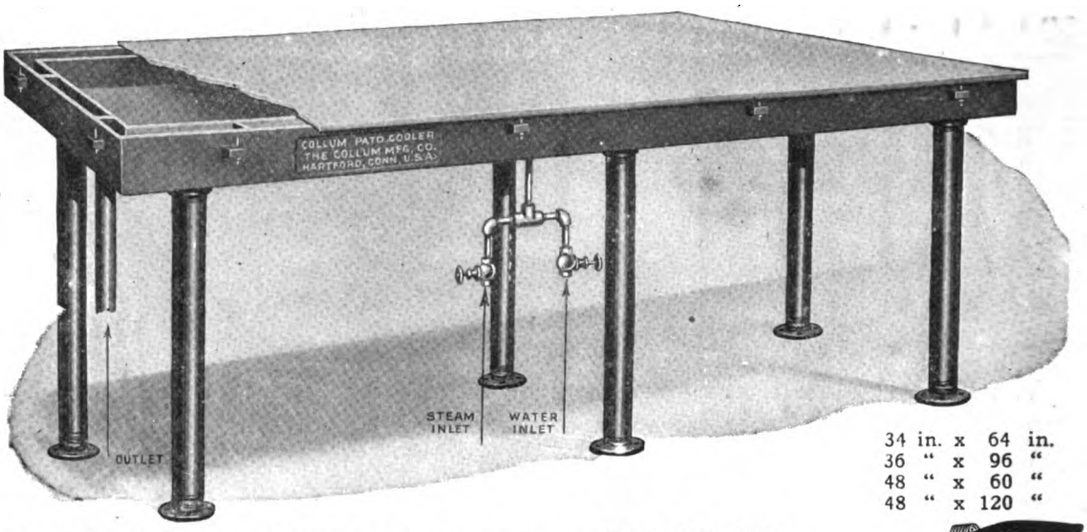
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COLLUM COOLERS

The Standard By Which All Others Are Judged

The
New Perfected
COLLUM LINE
Improved Models

CANDY COOLERS AND CUTTERS
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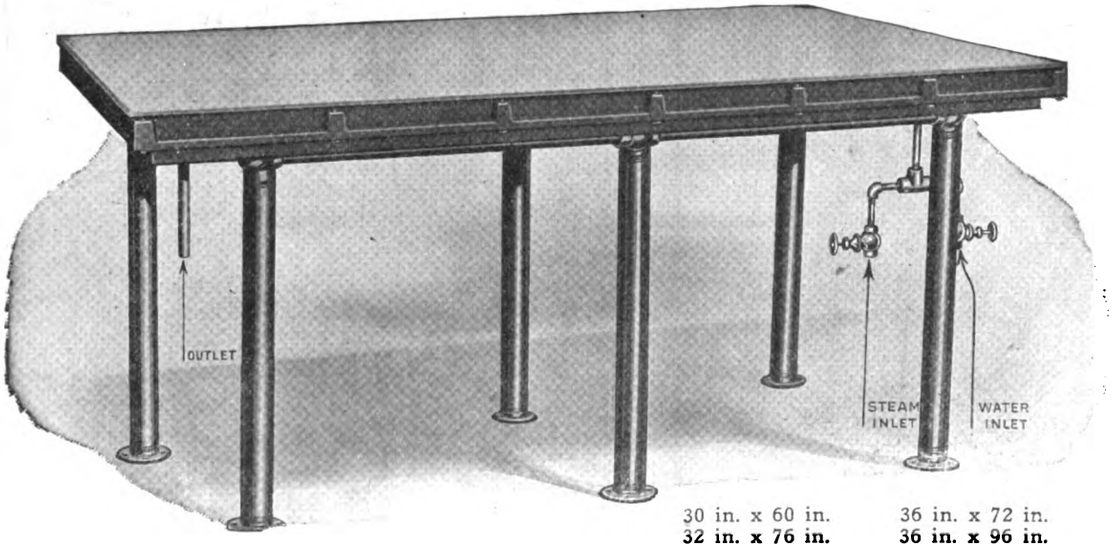


34 in. x 64 in.
36 " x 96 "
48 " x 60 "
48 " x 120 "

COLLUM'S "PREMIER" Candy Cooler; Polished Steel Top; Cast Iron Bottom.

A Record of a Half-Century is behind the great Success of THE COLLUM LINE

Scientific : Substantial : Enduring Construction
Once Used Never Displaced. Entire Satisfaction.



30 in. x 60 in. 36 in. x 72 in.
32 in. x 76 in. 36 in. x 96 in.

COLLUM'S "20th CENTURY" Candy Cooler Polished Steel Top; Cast Iron Bottom.

The interior construction of our Coolers provides a continual agitation of the Water-flow, ensuring the uniform Cooling of Surface, and with the provision for interior Heat-expansion prevents the formation of "Air Pockets", consequently overheating never occurs; no Rubber or other Packing employed; nothing to wear out; a lifetime of Service.

Our PREMIER is unquestionably the BEST of all Coolers, whatever the excellence of others. Where a Cooler of less Cost is desired, our UNIVERSAL or 20-CENTURY would be chosen, being constructed on very similar general principles.

The selection of either model means more of the same.

WITH IRON STANDS, COMPLETE

IF IT WERE POSSIBLE TO BUILD BETTER COOLERS THE COLLUM MFG. CO. WOULD BUILD THEM.

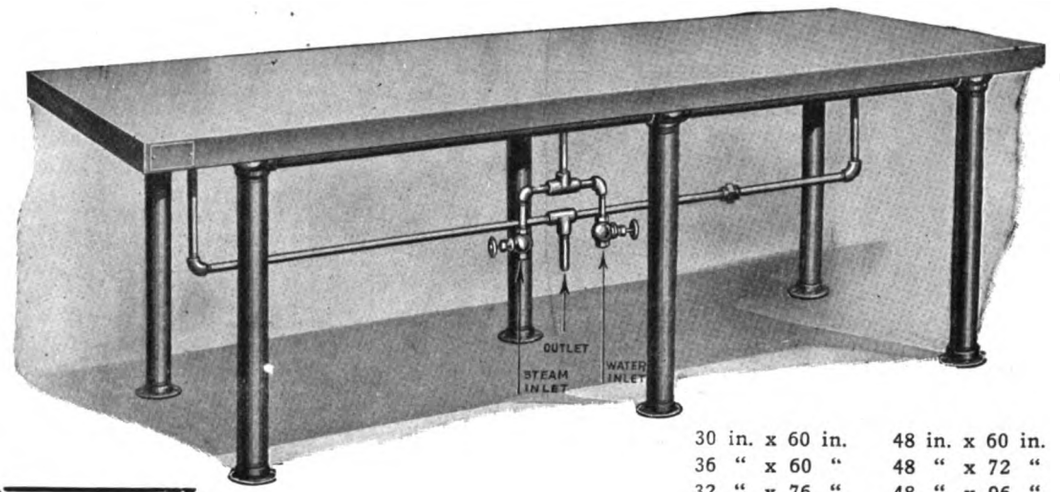
THE COLLUM MFG. CO.

Manufacturers of CONFECTIONERS' MACHINERY AND EQUIPMENT
926 Main Street, Hartford, Conn.

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COLLUM COOLERS

Widely Imitated But Never Equalled



30 in. x 60 in.
36 " x 60 "
32 " x 76 "
36 " x 72 "
36 " x 96 "

48 in. x 60 in.
48 " x 72 "
48 " x 96 "
48 " x 120 "

Recognized Throughout the Confectioners' Trade as "THE BEST" Since 1872

Faultless System of Inlet, Outlet and Circulation

Speed
Efficiency
Economy

Collum's New Changeable Cutter. Ask for Prices and Description.

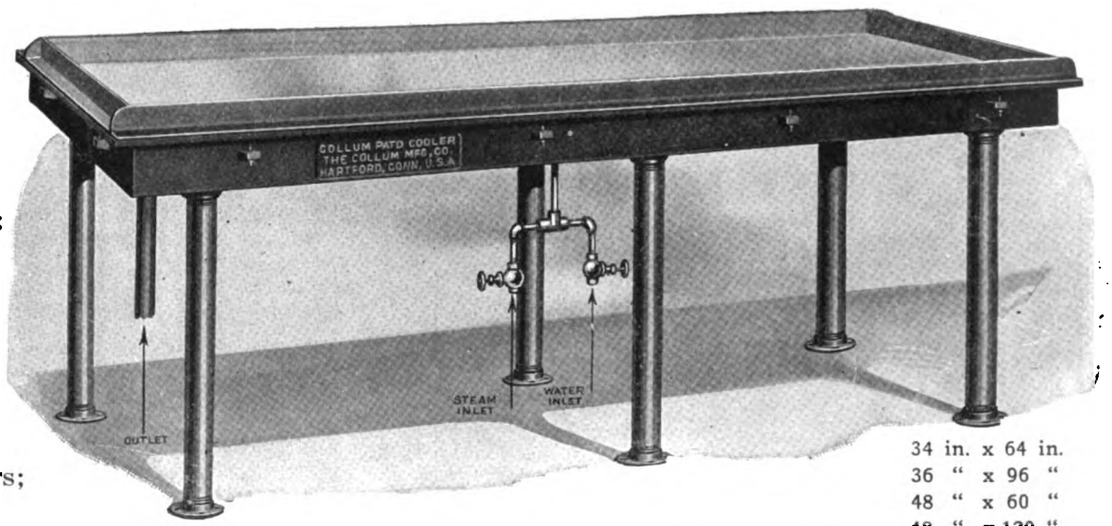
COLLUM'S
NEW MODEL "UNIVERSAL" Candy Cooler; **Polished Steel Top; Steel Bottom.**

THE COLLUM MFG. CO. IS THE ORIGINATOR OF THE INTERIOR CASCADE SPRAYING METHOD.

Uniform, Unvarying Principle of Cooling

Top Plates Readily Removed **Coolers Easily Cleaned**

Complete Lines
Steel, Marble, Stone,
Candy Coolers, Cream Coolers;
"Special" Cream Coolers, (Tilting Type);
Iron Slab Stands: Steel Slab Bars;
Adjustable Steel Cutters;
New CHANGEABLE Cutter;
Peach Blossom Cutters;
Buttercup Cutters;
Smooth Base Cutters;
Crimped Edge Cutters;
Waffle Cutters;



34 in. x 64 in.
36 " x 96 "
48 " x 60 "
48 " x 120 "

COLLUM'S "PREMIER" Cream Cooler; **Polished Steel Top; Cast-Iron Bottom.**
Top surrounded with polished steel frame; water-tight.

Immediate Shipments. *For Further Particulars Write*

THE COLLUM MFG. CO.

926 Main Street **HARTFORD, CONN.** **Established 1872**

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Sturtevant Co., B. F.

Artificial Flowers and Decorations
Netschert, Frank

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Euler & Co., Franz
Hollis & Duncan
Jonas, Alfred
Royal & Co., Thos. M.
Select Paper Co.

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Schonwasser Co., S. E.
Tin Decorating Co. of Baltimore

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Deisroth Co., W. H.
Jonas, Alfred
Matthews Bros.
Youse Co., C. J.

Boxes—Fibre Packing
The Container Club.
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Jonas, Alfred
Matthews Bros.
U. S. Printing & Lithograph Co.
Whitney & Co.

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Green Co., A. H.

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Improved Appliance Co.
Mills & Bro., Thos.
Savage Bros. Co.

Candy Pails
Brindell, J. Wesley

Candy Pans and Scoops—Brass
Mills & Bros., Thos.
Troemner, H.

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Cans—Tin—Plain and Lithographed
Bertels & Son Co., W. B.
Heekin Can Co.

Carbon
Darco Corporation

Chewing Gum
Beech-Nut Packing Co.
Glenn, J. W.
Walter Gum Co. (ball gum)

Chocolate and Cocoa
Baker & Co., Walter
Croft & Allen Co.
Hershey Choc. Co.
Hollis, W. G.
Klein Chocolate Co.
Knickerbocker Choc. Co.
Lamont, Corliss & Co.
Lowney Co., Walter M.
Massachusetts Choc. Co.
Wilbur & Sons, H. O.

Chocolate Coolers
Dempsey Chocolate Cooler Co.
Friedman, J.
Mills & Bro., Thos.

Chocolate Warmers—Electric
International Electric Co.
Mills & Bro., Thos.

Coatings
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Cocoa Beans and Cocoa Butter
Duche & Sons, T. M.
McGorlick, J. E.
Snyder & Wheeler
Von Dannenberg & Pick

Cocoa Press and Pump
Carver, Fred S.
Friedman, J.

Cocoanut and Vegetable Butter
American Cocoanut Butter Co.
India Refining Co.
Nucoa Butter Co.
Simonin Sons, C. F.

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Confectionery Manufacturers
Advance Candy Mfg. Corp.
Ambassador Chocolate Co.
Ambrosia Choc. Co.
American Candy Co.
American Choc. Almond Co.
Arnould & Co., D.
Bacon Co., D.
Beech-Nut Packing Co.
Beich Co., Paul F.
Blome & Son, Geo.
Blue Ribbon Candy Co.
Brandle & Smith Co.
Brunell Co., Geo. J.
Clifford Bros.
Close Co., Geo.
Collins Co., J. N.
Cracker Jack Co.
Crescent Creole Candy Co.
Croft & Allen Co.
Debevoise, Walter W.
Dockman & Son, J. H.
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Elbee Chocolate Co.
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Gardiner-Lucas Co.
Gimbal Bros.
Goldenberg, D.
Hardie Bros.
Hawley & Hoops
Heide, Henry
Heidelberger Confy. Co.
Hershey Choc. Co.
Hildreth Co., H. L.
Hoefler's Centennial Chocolates
Hollis, W. G.
Hooton Choc. Co.
Horton Sweets Co.
Ideal Candy Co.
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Knickerbocker Choc. Co.
Lauer & Suter
Lewis Bros.
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Manufacturing Co. of America
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Michelbach & Sons, E.
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Mueller Licorice Co., John
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New England Confectionery Co.
Ohio Confection Co.
Oswego Confectionery Co.
Package Confectionery Co.
Paist Co., F. M.
Penn Treaty Confectionery Co.
Pop Corn Products Co.
Quaker City Choc. & Confectionery Co.
Revere Preserving Co.
Rigby Co., H. J.
Robertson Candy Co.
Rochester Candy Works
Rochester Marshmallow Co.
Runkel Bros.
Schapira Bros.
Shotwell Mfg. Co.
Slauson & Co., A.
Smith & Peters
Snows Candy Corp.
Stacy Co., O. T.
Sterling Chocolate Co.
Taylor, W. E.
Virginia Nut Products Co.
Wallace & Co.
Washburn Co., F. B.
Westmoreland Candy Co.
Wilbur & Sons, H. O.
Williamsport Candy Co.
Wunderle, Philip
Ziegler Co., Geo.

Containers—Display
Gair Co., Robert
Hamlin-Fleischer Co.
Mono Service Co.
Sealright Co. (ice cream)
U. S. Printing & Lithograph Co.
Warren Co., P. R.

Corn Syrup
American Maize-Products Co.
Corn Products Refining Co.

Cream Coolers
Collum Mfg. Co.

Dispensers—Glass
McKee Glass Co.
Rotax Co.

Dragees
French Dragee & Specialty Co.

Dry Milk
Dry Milk Co.
Duche & Sons, T. M.

Dry Room
Bentz Engineering Corp.
Perkins Co., Elmer E.

Engineers
Pease, Inc., F. F.

Exporters
Signal New York Traders Co.

Extracts—See Flavors and Colors

Flavors and Colors
Atlantic Importing Co.
Blanke-Baer Extract & Preserving Co.

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Cincinnati Extract Works
Coca-Cola Co.
Corrizo Extract Works
Downey, Turnquist & Co.
Foote & Jenks
Fries & Bro.
Fries & Bro., Alex.
Kohnstamm & Co., H.
Lueders & Co., Geo.
Monsanto Chemical Works
National Aniline & Chemical Co.
Ottens Mfg. Co., H. H.
Ryland, H. C.
Sethness Co.
Sparhawk, Chas. V.
Tisco Co.
Todd Co., A. M.
Ungerer & Co.
Widmayer & Jungling

Fly Paper
O. & W. Thum

Formula Books
Bell, Wm. M.
Burgess Supply Co.
Rigby Pub. Co.

Fruits—Preserved, Glace, Pulps
Blanke-Baer Extract & Preserving Co.
Cincinnati Extract Works
Duche & Sons, T. M.
Georgiades & Co., Christo
Jones Co., C. H.
Keystone Fruit Products Co.
Lyons California Glace Fruit Co.
Michaelis & Sons, M.
Sethness Co.

Gelatine
Crystal Gelatine Co.
Duche & Sons, T. M.
Michaelis & Sons, M.
Milligan & Higgins Gelatine Co.
Sinclair, Harold A.

Glass Dispenser
McKee Glass Co.
Rotax Co.

Gum Arabic and Tragacanth
Duche & Sons, T. M.
Thurston & Braidich

Ice Cream Machinery
Allen & Co., J. W.
Allman Gas Engine Co.
Maag Co., Aug.
Miller & Son, Franklin P.
Mills & Bro., Thos.
Thompson Machine & Supply Co.

Ice Cream Cone Machinery
Turnbull Cone Machine Co.

Ice Cream Powder
Ottens Mfg. Co., H. H.
Rippey, Wm. H.

Ice Cream Supplies
Allen & Co., J. W.
Allman Gas Engine Co.
Dengler & Son, D. S.
Grand Rapids Cabinet Co.
Jones Co., C. H.
Maag Co., Aug.
Mills & Bro., Thos.
Ottens Mfg. Co., H. H.
Schall & Co.

Ingredients
Burgess Supply Co.
Confectioners' Cream Products Co.
Haug & Co.
India Refining Co.
Jahn Co., W. K.
Nulomoline Co.
Ottens Mfg. Co., H. H.
Senneff-Herr Co.
Sethness Co.
Simonin's Sons, C. F.
White-Stokes Co.

Kettles—Copper Mixing
Acme Coppersmithing Co.
Bucyrus Copper Kettle Works
Burkhard, Thos.
Friedman, J.
Groen Mfg. Co.
Hamilton Copper & Brass Works
Holmberg & Co., Chas.
Hubbert, Bartholt H.
Kopperman & Son, Jos.
Mills & Bro., Thos.
Savage Bros. Co.

Labels and Seals
Breuker & Kessler Co.
Dennison Mfg. Co.
Gair Co., Robert
Gamse & Bro., H.
Milwaukee Label & Seal Co.
U. S. Printing & Lithograph Co.

Laboratory Specializing
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Schwarz Laboratories, Inc.

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Ball Cream Beater Co.
Bentz Engineering Corp.
Brach, Emil J.
Burkhard, Thos. J.
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Eppelsheimer & Co.
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Voorhees Rubber Mfg. Co.

Molds—Starch
Frauenberger & Co., J.
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Brunell Co., Geo. J.
Geilfuss' Son, H. H.
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Pail Pockets
Brown & Bailey Co.

Paint
U. S. Gutta Percha Paint Co.

Paper—Confectioners'
American Lace Paper Co.
Breuker & Kessler Co.
Carter, Rice & Co.
Chicago Carton Co.
Dennison Mfg. Co.
Euler & Bro., Franz
Hollis & Duncan
Liebs Co., L. A. (box wrappers and tops)
Milwaukee Lace Paper Co.
Nashua Paper Co.
Royal & Co., Thos. M.
Select Paper Co.

Peanuts
American Peanut Corp.

Peanut Blancher
Lambert Machine Co.
McLean Co., John
Mills & Bro., Thos.

Popping Corn
Bradshaw Co.
Dickinson Co., Albert

Premiums
Calumet Mfg. Co.
Glavin Co., F .E.

Pump—Confectioners
Taber Pump Co.

Refrigeration
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Brunswick Refrigerating Co.
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Norwalk Iron Works Co.
York Mfg. Co.

Ribbons
Kennedy, Robert
Wertheimer Bros.
White & Campbell

Saccharin
Monsanto Chemical Works

Sample Cases
Knickerbocker Case Co.

Scale Board Boxes
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Scales
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Shelled Nuts
American Peanut Corp.
Dengler & Son, D. S.
Duche & Sons, T. M.
Jones Co., C. H.

Show Jars
Aridor Co., The
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Skewers
Bellefonte Lumber Co.
Setter Bros. Co.

Soda Fountain Supplies
Dengler & Son, D. S.
Maag Co., Aug.
Milwaukee Lace Paper Co.
Senneff-Herr Co.
Sethness Co.
Stone Straw Co.

Special Cream Coolers
Collum Mfg. Co.

Starch Boards
Acme Box Co.

Sugar
American Sugar Refining Co.
Franklin Sugar Refining Co.

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Jones Co., C. H.
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Schall & Co.
Sealright Co. (carriers)
Thurston & Braidich
U-neak Dinner Favors, Inc.

Tin Foil
Lehmaier, Schwartz & Co.
Standard Rolling Mills. Inc.

Toy Balloons
Bakrow & Co., Richard D.
Eagle Rubber Co.
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Vanilla Beans
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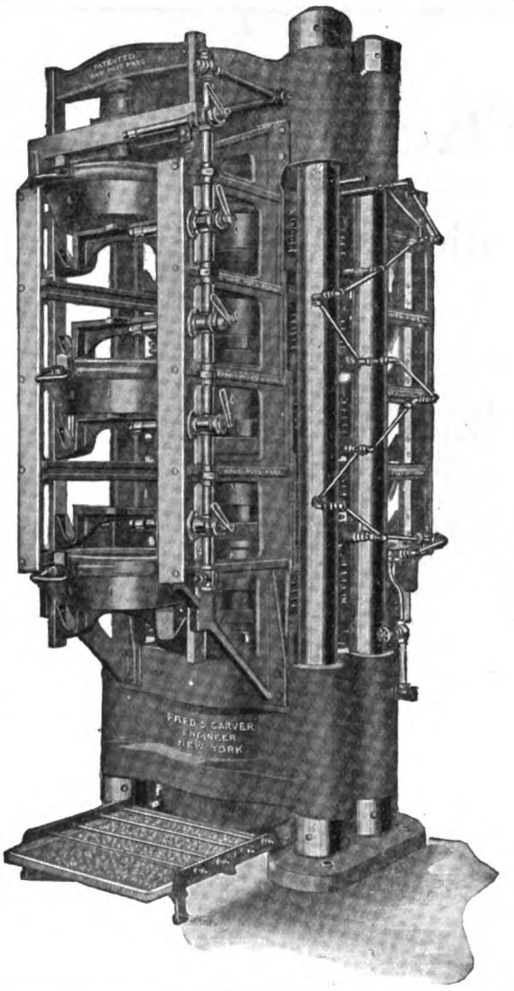
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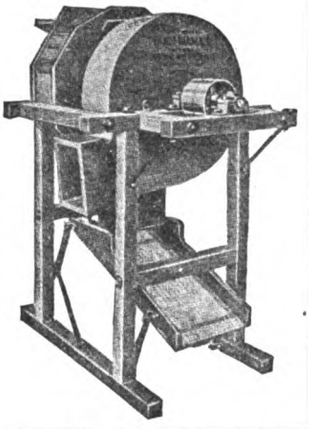
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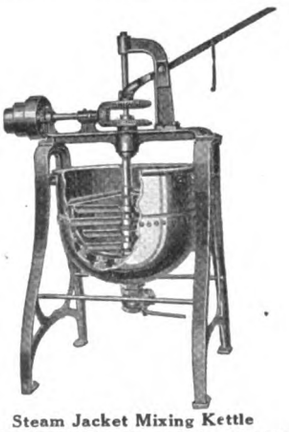
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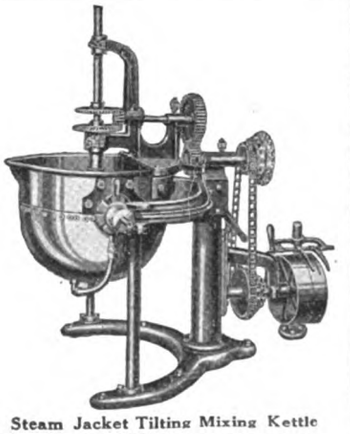
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Steam Jacket Mixing Kettle



A New Cream Melter



Steam Jacket Tilting Mixing Kettle

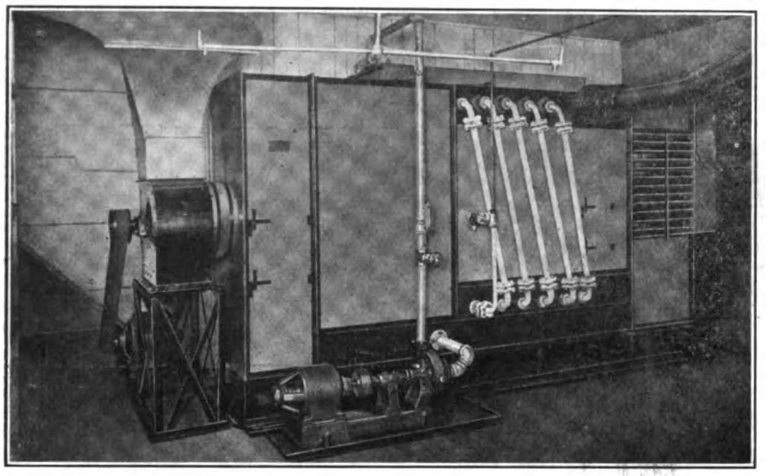
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In one compact unit machine, and in one operation, the air is not only washed clean and purified, but it is reduced to any desired degree of temperature with reduced moisture content. This clean, cold, dry air is conveyed to the room and after complete circulation is returned to the CHILLBLAST for reconditioning. The efficiency and economy of the operation must be apparent.

The CHILLBLAST is designed to supply refrigerated or dehumidified air to such industries as require air at subnormal temperature, or air with reduced moisture content. The apparatus is a compact, self-contained unit wherein air is brought into intimate contact with a film of water passing over refrigerated coils, thereby greatly increasing the efficiency of the cooling surface, not only cleansing and purifying the air of all foreign substances, but also maintaining constant efficiency by preventing the formation of frost upon the coils.

Constant uniform efficiency of heat transfer through cooling surface.

No operating expense incident to defrosting.

Equal temperature obtainable at all times.

Simplicity of operation by reason of semi-flooded system and minimum number of expansion valves.

Air delivered washed free of all entrained foreign matter.

Complete circulation of air to all parts of room.

Without Modification Can Be Directly Connected to Any Existing Refrigerating Plant



Drying Apparatus—Drying Rooms—Any Size—All Metal Construction — Insulated—
Accurate Control of Temperature and Air Circulation

Bentz Engineering Corporation

FACTORY:
378-380 SIXTH AVENUE
NEWARK, N. J.

OFFICES:
90 WEST STREET
NEW YORK CITY

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You take no risk when using our goods marked



Their quality is guaranteed and the prices are attractive. They contain no preservatives or deleterious ingredients; are wholesome, economical and supply the proper butter fat.

The proof of our claim is in the test.
Write for samples of our

HARD PLASTIC SOFT

Edible Coconut Oil Products

under the trade names

Hard Coconut Oil

melting points 84° to 92°
for chocolate covered ice cream bars, chocolates, caramels, taffies, nougats, etc. (various melting points to suit your purpose).

Plastic Coconut Oil

for fillers, centers and sandwich work. Replaces butter better than any other product.

Edible Coconut Oil

for salted nuts, popcorn, taffies, slab dressing, cones, etc., or wherever a sweet, neutral fat is required.

The excellence of our goods is the results of over 45 years' experience in making and refining vegetable oils. In the Margarine Trade—the most particular trade to serve—we have established an International Reputation as making the best Edible Coconut Oil for their products.

C. F. SIMONIN'S SONS

established 1876

Tioga and Belgrade Sts. **PHILADELPHIA, PA.**

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The W. K. JAHN CO.

Manufacturers and Importers

OF

RICO PRODUCTS



COLORS:
30 Shades
Dry
Paste
Liquid
Certified
Vegetable

FLAVORS:
True Fruit
Imitation
Reinforced
Mexola
Emulsions

ACIDS:
Citric
Tartaric

Pure Food

GUARANTEED

Gelatines

XL to 12 X—All Grades for All Purposes
12 X is the Finest Marshmallow Gelatine

RICO NOUGAT CREME

FLUFFY AND WHITE ALL THE WAY THROUGH
AA—LIGHT—57 GALLON BARREL—200 LBS. NET

ALBUMEN
Gum Arabic
Rico Chips

CONFOLA
Chocolate
Caramel Paste
Jap. Gelatine
Slab Oil

COCOA
Cocoa Butter
M. M. Topping
Fondant Creme
Gum Tragacanth
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THE W. K. JAHN CO.

CHICAGO
561 E. ILLINOIS ST.

BROOKLYN
BUSH TERMINAL

"The Pledge of Purity"

Creamy Quality *Temptation* Chocolates

TRADE MARK REG.

GALLANIS BROS. CHICAGO.

The candy that takes—clever in name, absolutely pure in manufacture, most delicious in taste. Jobbers need only apply for prices and catalogs.

GALLANIS BROTHERS, Inc.
1929-31-33 S. Halsted Street
CHICAGO ILLINOIS

A. SLAUSON & CO.

280-282 Lafayette Street—New York City

Manufacturers of Star Mint Lozenges and Candy Specialties

Star Mint, Little Gem and Dainty Pearls One Cent Packages

Royal Squares (Fudge)
Boston Baked Beans Candy
Peanut Pearls
Cocoanut Wafers Assorted

Frosted Chocolate Cocoanut 5 Cent Bar, Filcona 5 Cent Bar, Scotch Mint 5 Cent Package

Samples and Prices on Application

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Confectioners Journal

Vol. XLVIII; No. 569
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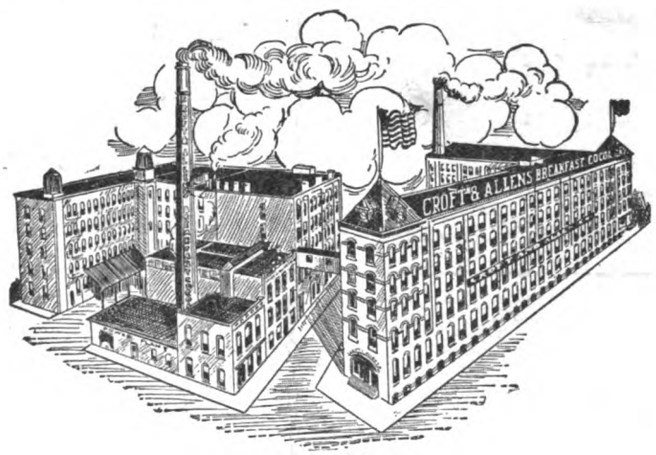
OIL
LEMON
CALIFORNIAN

A pure pressing from ripe Californian fruit.

W. J. BUSH & CO., Inc.
370 Seventh Ave.
NEW YORK, N. Y.

The
Gardiner-Lucas
Company, Inc.
LOZENGE
MAKERS
and Manufacturers of
Specialties in Licorice
and Confectionery
99 GOLD STREET
BROOKLYN, N. Y.

CROFT & ALLEN CO.
Manufacturing Confectioners
CHOCOLATES AND COCOAS
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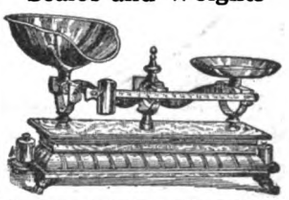


We make a line of Specialties that should be in every jobbing house in the United States:

500 Varieties of Penny Goods
50 Varieties of Pail Goods
100 Varieties of Nickel Goods

WRITE FOR PRICES

CENTENNIAL MEDAL AWARDED
ESTABLISHED IN 1840
HENRY TROEMNER
911 ARCH ST., PHILA.
Confectioners' Counter
Scales and Weights



Fine Brass Scales, Nickel-Plated Scales, Brass Weights, etc., etc.
of the Finest Finish and Design
Brass Candy Shovels and Scoops
Price list sent on receipt of postage stamps
Western Agency
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Natural
Pineapple Essence
from
the Natural Fruit

Our process produces the natural taste of the fruit in a highly concentrated form, **without** the use of foreign substances such as Cumarin, Vanillin, etc.

George Lueders & Co.
427 Washington St., New York

ESTABLISHED 1876
SNYDER & WHEELER
BROKERS
Cocoa Beans and Cocoa Butter
128 Pearl Street NEW YORK

CONNOISSEURS USE
UNGERER'S LEMON OIL
"Our Quality is Always Higher Than Our Price"
UNGERER & CO. 124 West 19th St. NEW YORK

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CAHN'S CREOLE PECAN LOG

GRIFFIN'S DAINTY STUFFED FRUITS



Attractive propositions for Salesmen, Jobbers, Retailers

Write for information

P. O. Box No. 707 **New Orleans, La.**

Repetition is Reputation

YEAR after year we keep *Repeating* "Our Pat. 240 Satin" is "Second to None" for tying Candy Packages. *We make four other grades* but will always stand back of 240—Because

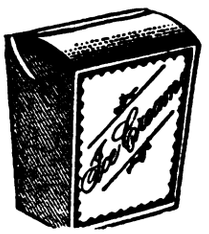
IT IS CONSTRUCTED	*RIGHT*
WOVEN	*RIGHT*
DYED	*RIGHT*
FINISHED	*RIGHT*
DELIVERED	*RIGHT*

Tested for sixteen years and "Made Good"

Let us serve you at any time.
Widths 2-3-5-7-9-12-16

WHITE & CAMPBELL

387-393 FOURTH AVE. NEW YORK



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Manufacturer of Ice Cream Boxes
— and —
Candy Boxes, Candy Bags

1570 Fulton Street **BROOKLYN, N.Y.**



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Manufacturers of SAINT LOUIS, U.S.A. Inquiries Solicited

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LARGE OR SMALL CRYSTALS



ARTIFICIAL FLOWERS AND LEAVES

Fourth of July Novelties and Boxes

PANORAMA EGGS SPECIALTY

ICING ROSES AND FLOWERS - PASTRY BAGS AND TUBES - WRITE FOR SPECIAL LIST

Cake Ornaments	Tin Foil	Fancy Candy Boxes	Tinted Motto Paper
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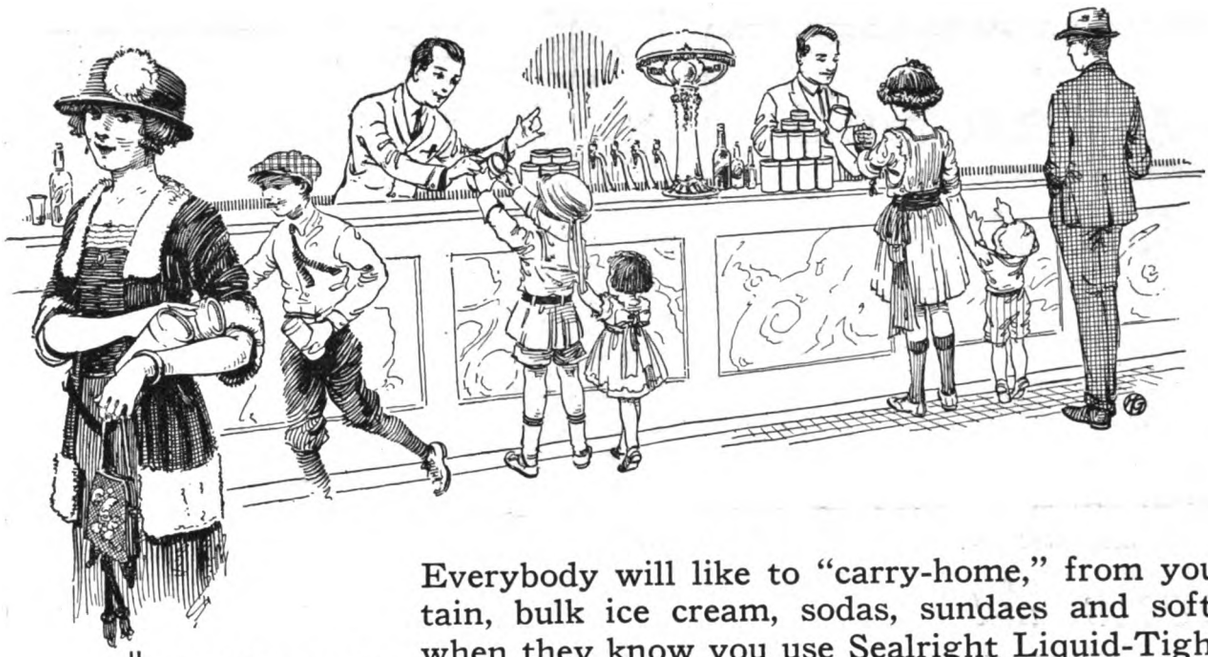
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FOR THE MANUFACTURING CONFECTIONERY TRADE

Suitable for Penny Pieces, Prize Boxes, Grab Bags, Ring Sticks, etc., etc.

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Everybody will like to "carry-home," from your fountain, bulk ice cream, sodas, sundaes and soft drinks when they know you use Sealright Liquid-Tight Paper Containers—the perfect package for the purpose.

Neat, Sanitary, Efficient, Leak-Proof, Easy to Carry, Dependable

Sealrights are furnished in sizes to meet your requirements.

Order Thru
Your Jobber

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Write Us
For Samples

Sealright Co., Inc., Fulton, N. Y.

Largest Manufacturers in the World of Cylindrical Liquid-Tight Paper Containers

The House of Exclusive Favors

Our complete line is now on display, including

FANCY DRESSED KEWPIES
BON BON CUPS
LACE PAPERS
PAPER CASES, ETC.

DO NOT FAIL TO SEE THE *"ELSCO"* LINE OF

Jack Horner Pies
Snapping Mottoes
Crepe Paper Decorations

Designed and manufactured by us.

"THEY ARE DIFFERENT"

E. L. Sommers & Co., Inc.
926 BROADWAY NEW YORK
(Between 21st and 22nd Sts.)

MARRONS

Delicious French Chestnuts

Imported Whole Marrons in Vanilla Syrup, all ready for Draining and Glacéing.
Marron Pieces in Vanilla Syrup—for use in Ice Creams, Nesselrode and at the Fountain.
Try whole Marrons for Chocolate Dipping.

Europe's Favorite Confection

No really exclusive shop can afford to be without

Marrons Glacés
Marron Sundaes
Nesselrode, Etc.

Packed—
In No. 10 Tins—
Net weight 9 lbs.
In No. 5 Tins—
Net weight 4¾ lbs.

MARRONS FOR SUNDAES—
6, ½ gal. Jars to Case

NESSELRO SUNDAE
The right mixture of Marrons and fruits blended with a special Rhum punch flavor—for the fountain.



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NEW YORK CITY

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You Can Sell

any caramels, you can sell

Daisies

A sample will convince you

Write for it

E. H. Josselyn

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FIRST MADE IN 1820

IT'S far better to be rich in personality than to be wealthy in money. The wisely rich person has all that he wants by needing nothing but his self-respect.

Those who sell **ROBERTSON'S** Fruit Tablets can maintain their self-respect, and incidentally make money also. Made in 25 different marvelous flavors. **Six 25c 6-oz. bottles free in each barrel of 18 5-lb. jars, June shipment.**

ROBERTSON CANDY CO.

31 Jay St., Cor. Greenwich

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Established 1905.

Ribbons and Ribbonzene

ROBERT KENNEDY

456 FOURTH AVE., NEW YORK CITY, N. Y.

Gro Grain, Satin Gro Grain, Satin Taffetas, Taffeta, Jacquards, Fancies, in all Silk, and Silk with Cotton Mixtures, also Ribbonzene.

Dyed special to match any shade, also printed in any designs.

BRAD'S

TIP TOP

SELECTED WHITE RICE

POPPING CORN

TRIPLE WINNOWED

PACKED BY BRADSHAW CO

NEW YORK

POPPING CORN

Selected White Rice, also JAP hull-less, or Baby rice, 100 and 150 lb. sacks, spot stock or field shipments, sack, ton, or car lots.

Bradshaw Co.

New York

Make YOUR Sales Climb With the Temperature



That, Mr. Candy Manufacturer, is the slogan from Fruit Headquarters —and we're very much at your service to **help** you do it. We suggest

PINEAPPLE. Hawaiian Pineapple cores. Pineapple fingers.

CHERRIES. "Whole and Broken" Maraschino Cherries. Small dipping cherries; make excellent centers for 5 and 10 cent bars.

Fall and Contract Prices for Deliveries to Jan. 1, 1923, are now ready on

Pineapple Fritters, Pieces, Fingers and Cores; Glace Cherries; Cherry Pieces and Dipping Cherries.

Write us promptly if you wish protection

REYAM-BRAND TRADE MARK GUARANTEES SATISFACTION

The Cincinnati Extract Works

422-424 W. FOURTH ST.

Cincinnati, Ohio

Chinese Candy Baskets



These baskets are dainty, colorful novelties that have an instant appeal.

Genuine Chinese pure silk tassels of vivid hues, beautifully colored imitation stones and beads, genuine brass coins and Chinese tokens.

Our new 1922 catalog, illustrating these baskets, will be sent you on request. Our line is most comprehensive, and the prices will interest you.



S. E. SCHONWASSER COMPANY

420 Market Street San Francisco, Calif.

New York Salesroom
Exhibit Room 4
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Second Floor
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We Offer Complete and Attractive Line in 4th of July, Hallowe'en, Thanksgiving and Christmas Novelties

We have a complete assortment in stock of our new Window Display Bowls, both in Metal and Wood Combinations

FANCY BOXES, including Hearts made from Paper, Silk, Satin Tapestry and Brocades, etc.

BASKETS, in the latest Floral and Figure effects, lined, unlined, hand painted and silk straw trimmed with ribbons and flowers to match.

Dressed Dolls, in all the latest Fashions, and, with Electric Light Attachment.

Tin Boxes, oblong, round Paper covered and hand painted in great variety, both Flowers and Figure Designs of all of the latest up-to-date Sensations.

We are sole distributors in the United States and Canada for the original manufacturer of High Class Satin Hand-painted Plain and Pillow Top Candy Boxes. We have most attractive and entire new designs in this line.

If you cannot call, it will pay you to write us for quotations, samples and particulars before placing your orders.

M. MICHAELIS & SONS 466 and 468 Broadway, N. Y.

BRANCH HOUSE: 229 South Second Street, PHILADELPHIA, PA.

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"NOTHING IS TOO GOOD for AMERICAN CANDY-EATERS!"

"Children ought to have as good candies to eat as grown people"

1. **COCOANUT GOODS** absolutely **free** of all **meal, cerealin,** etc.

2. **BUTTER CREAMS** absolutely **free** of all **substitutes** used by **all imitators.**

3. **CREAM DRAGEES** have been made by us **exclusively** for many years. They are known in most of the **better class** of stores throughout the United States as the **best-selling** and **best-keeping pan work** on the market. They are especially **suitable** for **hot weather.**

4. **MARSHMALLOWS** made with The Best **Egg-White** and absolutely **free** of **so-called "Gelatine."**

5. **JUJUBE and GUM GOODS** known for many years throughout the U. S. for their **eating quality** — "The Best."

6. **FINE CREAM SPECIALTIES** —some of them excellent sellers **during the summer** as well as in other seasons.

7. **OTHER SPECIALTIES**—sold for nearly a half-century in most of the **better class stores** throughout the country.

Conforming to above **well-known principles,** all our

NOVELTIES

are carefully prepared and calculated to prove, like all our other goods, to be

"THE BEST" { **EATING** / **SELLING** and

Most Profitable Goods for { **JOBBERS and RETAILERS.**

SUITABLE for all CLIMATES

We will sell all our goods as low as **prevailing circumstances** will permit.

PH. WUNDERLE **118-132 Pegg Street, Philadelphia**

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Chocolate Dipping Paper

PORCELAIN FINISH

Grade W

For hand work—NOT embossed:

500 lbs. 14c lb. | 250 lbs. 15c lb.

100 lbs. 16c lb. | Less 20c lb.

Stock Sizes

10x14 12x12 12x18

Grade 31

For penny and bar goods:

500 lbs. 16c lb. | 250 lbs. 17c lb.

100 lbs. 18c lb. | Less 20c lb.

Stock Size

15½x35

Grade K B

For high-grade Enrober Work:

500 lbs. 15c lb. | 250 lbs. 16c lb.

100 lbs. 17c lb. | Less 21c lb.

Stock Size

15½x35

Grade J

For hand work—PLAIN or to be EMBOSSED:

500 lbs. 18c lb. | 250 lbs. 19c lb.

100 lbs. 20c lb. | Less 23c lb.

Stock Sizes

10x14 12x12
10x35 12x18

Grade Y R

For high-grade Enrober Work—PLAIN or to be EMBOSSED:

500 lbs. 20c lb. | 250 lbs. 21c lb.

100 lbs. 22c lb. | Less 25c lb.

Stock Sizes

15½x35
15x35¾

ROLLS: Grade W can be furnished in 24" and 30" widths.
" 31 " " " " 15½" and 31½".
" KB " " " " 15½" and 31½".
" J " " " " 10-12-14-15-30" widths.
" YR " " " " 15-15½-23½-24-24½-30½-31½".

Average Cost Per Thousand Sheets—500-lb. Lots

Grade W—10x14	$3.08	Grade J—10x14	$3.60
12x12	3.08	12x12	3.60
12x18	4.90	12x18	6.25
		10x35	10.80

PLAQUE SIZES—Grade KB—15½x35 $13.50
" 31—15½x35 14.28
" YR—15½x35 17.60
15x35¾ 17.60

SPECIAL SIZES MADE TO ORDER—SHEETS OR ROLLS

CHOCOLATE DIPPING PAPER

OUR PORCELAIN FINISH

gives the high finish on the bottom of chocolates so much desired. May be used many times. It will OUT WEAR any other paper on the market. Stock sizes, 10 x 14, 12 x 12, 12 x 18, 15½ x 35, and 15 x 33¾. ENROBER Papers, Sheets and Rolls with and without eyelet; plain or embossed. Odd sizes made to order. Order your Embossed Dipping Paper as early as possible to avoid delay Samples cheerfully sent on request.

CARTER, RICE & CO. (Corporation), BOSTON, MASS., U. S. A.

EMBOSSED DIPPING PAPER QUOTATION GIVEN ON REQUEST
ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE

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The Country Home of

HORTON SWEETS CO. INC.
RIDGEFIELD PARK NEW JERSEY

PREMIERS

and a Full Line of

Licorice and Sugar Specialties

HORTON SWEETS

Candies for Kiddies

Quaker City Summer Goods

A complete assortment of real sellers made especially for the warmer season.

Quaker City Ices

(Pure Cocoanut)

Cream Virginia Peanuts

Cream Mint and Wintergreen Wafers

O-U-Kids

and a large assortment of

GUM AND JELLY PIECES **PAN WORK**

ICED GOODS **WRAPPED CARAMELS**

packed as penny or weight goods.

In Demand Everywhere

QUAKER CITY CHOC. & CONF. CO. - Philadelphia, Pa.

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HARRY W. HALE, Pres. ROBT. W. LORD, Treas.

Quality and Service

Lord Candy Co.

Specialty Manufacturers

64 Endicott St.

BOSTON, MASS.

Years of Experience

LORD'S JELLY DROPS

∴ ∴ *Five Pound Boxes*

Count Two Hundred Forty ∴ ∴

TURKISH PASTE AND OTHER

SUMMER SPECIALTIES

We invite your correspondence

There's More Money in Cracker Jack This Year for You and Every Dealer



The Big Cracker Jack Season Is On!

Everybody is buying it. Everybody is selling it. There's more money in Cracker Jack this year than ever before.

Get your share of the business. Keep your stock up—buy moderately and frequently to keep every package fresh. You should turn your whole stock every week or so.

If you want special display helps, write us at once.

The Cracker Jack Co.

Chicago and Brooklyn

Makers of Cracker Jack, Angelus Marshmallows and 'RELIABLE' Brand Confections

NOW 5¢

East of the Rockies

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Insist Upon Having the

"GENUINE"
Sweet Milk Chocolate
Hershey's KISSES

Be Sure They Contain the Identification Tag "HERSHEY'S"

Made by Hershey Chocolate Co., Hershey, Pa.

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LA CELLOPHANE

(Reg. U. S. Pat. Off.)

"The peerless package wrapping paper"

LA CELLOPHANE is applied to a generally known product, but is associated with a specifically known service.

FRANZ EULER & CO.
173 LAFAYETTE STREET
NEW YORK

cXc Lemon cXc Orange
cXc Limes
cXc Pomelo (Grapefruit)

These Flavor-Concentrates have been used by makers of Quality Confections for nearly 40 years—

Because

Confections carrying these natural fruit Flavors win pleased customers—

Economically.

Write for interesting information.

Foote & Jenks
Expert Flavor Specialists
Jackson, Michigan

Washburn's

COCOANUT BISCUITS *and* MACARETTES

have been the country's standard for over sixty years.

Recent increases in manufacturing capacity now enable us to fill all orders promptly.

Bigger Pieces
Better Prices
Quick Shipments

F. B. Washburn & Co., Brockton, Mass.

Established 1856

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Chemists Biologists Consultants

113 Hudson St., New York City

Specialists in the Chemistry of Chocolate and Cocoa Products and in the Problems of the Confectionery Industry

Examination of Food Products, Gelatins, Flavors, Coloring Matter and Extracts.

TELEPHONE WALKER 5648

UNION EXTRACT WORKS

Our 40 years experience has taught us there is always a buyer for a quality product.

Try some of our leaders

Roman Punch Flavor Egg Nog Flavor
Raspberry Fruit Flavor Maple Flavor
Honey Flavor Vanilex

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WIDMAYER & JUNGLING
successors to
MERGENTIME & LAMM, 158 Chambers St., N. Y.

Fast Selling Line of Penny Packages

and every one a sure repeater for spring and summer.

Lucky Strike Roll Banks
Jumbo Bags Lucky Strike Boxes
Our Kiddies

All Packed 100's.

We are also agents for Penny Specs and Flying Tops.

Send us an order for a sample case of thirty boxes.

THE GEO. J. BRUNELL CO.
18 Park Street Webster, Mass.



1906-1922

A 17 years' test of popularity.
Tin packing, 7 lb. tins—18 tins to case.
Liked by children and grown-ups.
An "all-year-round" seller.
Nationally known.
Trade mark brand.
Ingredients—finest grade—{cane sugar. / oil of peppermint.
Cost low for quality. Giving splendid profit to jobbers and retailers, at same time wonderful value to consumers.

MAKERS OF V-ALL-NO AFTER DINNER MINT

Manufacturing Co. of America
Philadelphia, U. S. A.

DARCO
REG. U.S. PAT. OFF.

***The* Refining, Purifying, Deodorizing, Decolorizing**

C A R B O N

HIGHLY EFFICIENT — AMERICAN MADE

Candy manufacturers and bottlers are invited to consult with our experts, who will be pleased to explain how DARCO effects great economies in production.

DARCO CORPORATION
(Controlled by Atlas Powder Company)
WILMINGTON, DELAWARE

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Making added sales for small package goods



IF you make small package goods you need our Silent Salesman. It puts the product where the casual customer can wait on himself. It attracts his eye. It makes buying easy. It is more than a container—for the lid folds back and makes an inviting counter-card. The Silent Salesman is stored in small space in your stockroom, because it comes to you flat. It folds into shape in a jiffy.

We make both cartons and these novel, nickel-getting Silent Salesmen to display them in. We make them in combination or singly. We use color to make profits for you—fine design and the best of workmanship. Our cartons and Silent Salesmen cost as little as you like—according to the colors used. Write today for samples and prices. We extend a cordial welcome to large or small orders.

The United States Printing and Lithograph Company

Color Printing Headquarters

130 BEECH STREET, CINCINNATI

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Cast your Nougatines in starch with

White Stokes
FONDAX

and greatly increase your output with a great saving of labor and factory space. With Fondax the process is simple and there is no sacrifice of lightness or chewing quality. Write us for trial order and directions.

154 W. Lake St.
Chicago, Ill.

White-Stokes Company, Inc.

253 : 36th St.
Brooklyn, N. Y.

Mr. Dealer--Prepare to increase your sales in 1922 by having in stock plenty of our new, bigger, better

PENNY GOODS

We especially call your attention to

5c *Lasco Peanut Butter Bar* 5c

also penny size

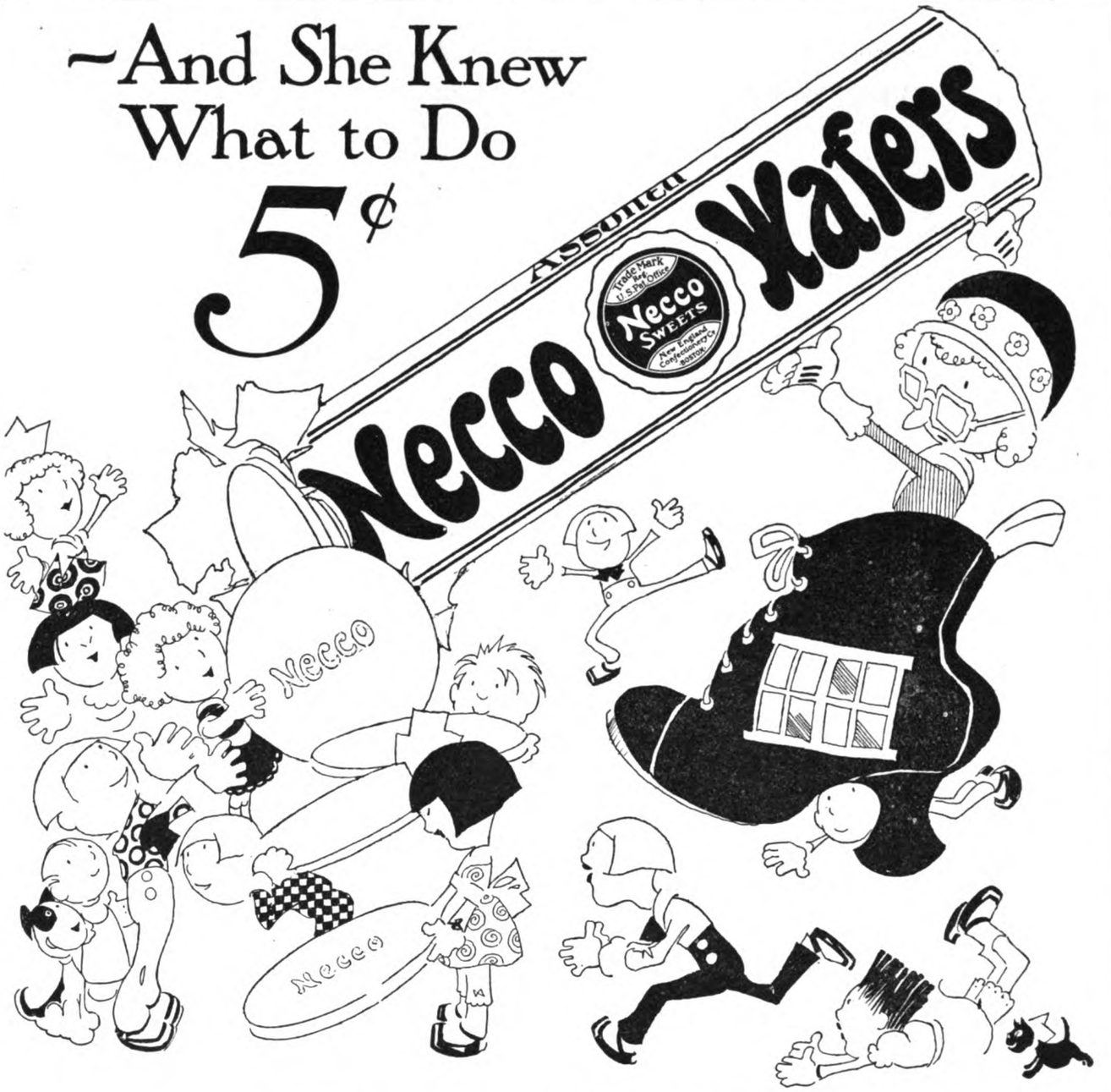
Order Now---Samples on Request

The LAUER and SUTER Company, Baltimore, Md.

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~And She Knew What to Do

5¢



NECCO WAFERS

2 oz. Rolls — 3 oz. Rolls

Two sizes that assure generous profits everywhere in the United States.

CHASE LOZENGES

Trade Mark Reg. U.S. Pat. Office
Necco Sweets
New England Confectionery Co.
BOSTON

Pure sugar and Peppermint, Chocolate, or Wintergreen. The standard of quality for 75 years. Always a leading seller. Packed 5 lb. boxes, 30 lb. pails and barrels.

NEW ENGLAND CONFECTIONERY COMPANY
BOSTON MASS.



ACTUAL SIZE

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Hoefler's CENTENNIAL CHOCOLATES INC.

CENTENNIAL CHOCOLATES

with the original nut-meat center now come 24 pieces to the pound.

Double the delight in each box of these delicious chocolates now. That "bouquet that lingers in pleasant memory" can linger twice as long over twenty-four pieces instead of twelve—and the blend is improved; better than ever; just the right amount of rich, crisp, chocolate coating to carry that choice nugget of exquisite center within it.

Candy lovers everywhere have shown their approval of this change. Increased sales prove popularity. Live dealers in all sections are awake to this opportunity.

Our 5c Mint Fudge Bar is going big. Order now!

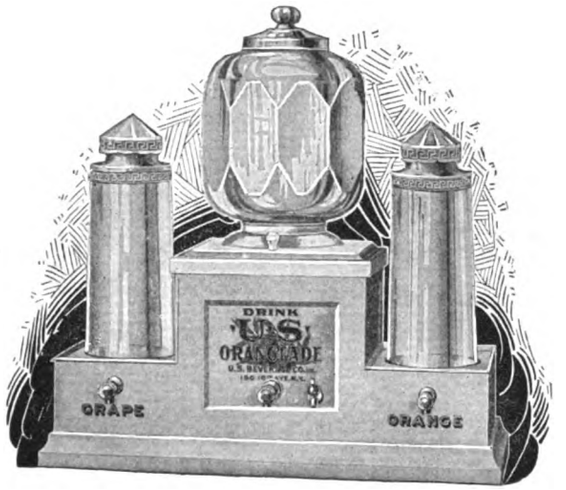
HOEFLER'S CENTENNIAL CHOCOLATES, Inc.

Buffalo, N. Y.

Astoria, Oregon **San Francisco**

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Another "Rotax" Creation!



The Cooler --- Fountainette

Mechanically a MASTERPIECE that represents the ultimate in Cooler-Dispenser service, an unusual combination of display and maximum efficiency—the proper equipment for those who want to INDIVIDUALIZE their drinks.

Write at once for catalog

ROTAX COMPANY, Inc.
384 East 133rd St., New York City

OUR SPECIALTIES

AMERICAN MAIZE PRODUCTS COMPANY
CRYSTAL CORN SYRUP
AMAIZO
TRADE MARK
43
CHICAGO

AMAIZO Confectioners' Thin Boiling and Moulding Starches

AMERICAN MAIZE PRODUCTS CO.
135 William Street, NEW YORK
111 W. Monroe St., CHICAGO

THE WARREN X-RAY DISPLAY CONTAINER which you see here and used by so many nationally known manufacturers is only one of the WARREN products.

The WARREN WINDOW BOX is equally known and widely used.

The WARREN CARTONS are used by many of the largest confectionery manufacturers.

A WARREN X-RAY DISPLAY CONTAINER filled with WARREN CARTONS makes an ideal combination.

Write us and let us design a DISPLAY CONTAINER and CARTON for you.

P. R. WARREN CO.
EVERETT, MASS.

FOLDING PAPER BOXES

New York Office—200 Fifth Ave. Phone Gramercy 0232
Pittsburgh Office—802 May Bldg. Phone Smithfield 975
Cleveland Office—1003 Schofield Bldg. Phone Main 3980

WARREN'S X-RAY DISPLAY CONTAINERS

Manufactured in Canada by
THE RUDD PAPER BOX CO.
372 Richmond St. West TORONTO

Patented Feb. 17, 1920
Canadian Pat. Aug. 3, 1920
Great Britain July 16, 1919



WARREN'S X-RAY DISPLAY CONTAINER

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NULOMOLINE
THE HONEY OF SUGAR

ANNOUNCEMENT

After continued experimental work our Service Department desires to announce to our customers that it has devised means and methods for preventing cream centers from bursting and fermenting.

Correspondence on this subject from wholesale manufacturing confectioners will be highly welcome.

THE NULOMOLINE COMPANY
111 WALL ST. NEW YORK, N. Y.



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Too Economical Is Often Expensive!

Do Not Delay---

Use

HAEHNLEN'S HARDENER

For All Chocolate Coatings

Write for information and quotations

Manufactured by

L. S. Haehnlen

3817 Wyoming Street, St. Louis, Mo.

Sole Distributors

Haug & Co., Inc.

295 Broadway, New York, N. Y.

VAN-MUL

A HIGHLY CONCENTRATED VANILLA

Made of **MEXICAN BEANS** and Fortified

Will Not Freeze or Cook Out

3 drams (10 cents) Flavors 100 lbs. Candy
¼-oz. (7c) Flavors a 5½-Gal. mix of Ice Cream

MANY SATISFIED USERS

Can be made into an Extract by adding warm water—1 pound makes 2 gallons.

PRICE—PER POUND

1 pound Containers $5.00
5 pound Containers 4.50
Special Contract Price ORDER NOW

True Fruit Extracts

STRAWBERRY, RASPBERRY, BLACKBERRY, LOGANBERRY, PINEAPPLE, APRICOT, PEACH, GRAPE, CURRANT, CHERRY — $7.50 per gallon in 6-gallon cases—one kind or assorted.

Downey-Turnquist & Co.

Manufacturing Chemists

SODA WATER FLAVORS TRUE EXTRACTS

537 N. Dearborn St., Chicago, Ill.

Penny Goods

OF

Hard Candy

M. M., Cream, Cocoanut,

Chocolate Covered, Jelly and Pan

ALSO

Stick Candy in Barrels and

Pail Specialties

The Blue Ribbon Candy Co.

749-51-53-55 W. Pratt St.

BALTIMORE, MD.

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DRIED EGG PRODUCTS
from China
CEYLON DESICCATED COCONUT
all cuts
MOULDING AND THIN BOILING STARCHES
CONFECTIONERS' FLOUR



With sound fundamental knowledge of trade requirements, unswerving confidence in their line, boundless enthusiasm in the search for new and improved applications thereof, our field forces enjoy the mutual respect of the patrons as well as the builders of this organization.

Equally noticeable is the spirit of co-operation pervading every department—the guarantee of uninterrupted *service* to the prospective buyer.

STEIN, HALL & COMPANY
INCORPORATED
MANUFACTURERS AND DIRECT IMPORTERS
61 BROADWAY - EXECUTIVE OFFICES - NEW YORK
Branches:
BOSTON PHILADELPHIA SAN FRANCISCO CHICAGO

CORN PRODUCTS REFINING CO.
CONFECTIONERS CRYSTAL
CORN SYRUP
(UNMIXED)
U. S. A.

Unexcelled for Cooking Qualities

Corn Products Refining Co.
17 Battery Place NEW YORK

Artificial Fruit Flavors

RASPBERRY
STRAWBERRY
PINEAPPLE
GRAPE
ETC.,

AT ATTRACTIVE PRICES

H. C. RYLAND
ESSENTIAL OILS
52 Laight Street, New York
Chicago Office: 2704 Greenview Ave.

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F. F. PEASE, Inc.
Confectionery Engineers
BOSTON, MASS.

We design, build and install Special Machinery and Equipment for Candy Manufacturers.

What we have already done would interest you.

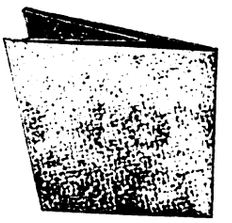
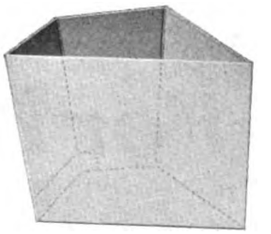
What we are now doing would thrill you with a new vision of what modern engineering is doing for the progressive Candy Manufacturer.

We can help you to lower costs with a better product.

Your particular difficult mechanical problem is the one that we are in business to solve.

Lolly Pop Wrapping Machine

Will wrap any machine-made sucker.
Does the work of six hand-wrappers and makes a better package.
Simple to operate—needs only one unskilled attendant.
Can be set up in a space three by six feet.
Machine is guaranteed, and our aim is to have satisfied customers.
Sanitary, clean and attractive product made ready for the trade.

LIGHTNING PAIL POCKETS
(Patented U. S. A.)

FOR PACKING CANDY IN PAILS

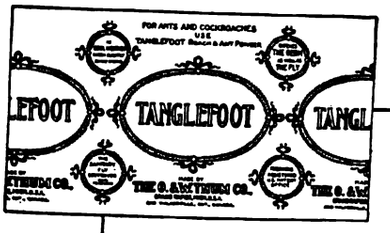
The only Pail Pockets on the market with every score line thoroughly bent



Can be set up squarely and very rapidly

Write us for samples and prices

BROWN & BAILEY COMPANY
Manufacturers of all kinds of Folding Paper Boxes
FRANKLIN AND WILLOW STREETS, PHILADELPHIA



A Valuable Impression



A pleasing impression upon customers is of value. You can create one and at the same time save your goods from damage by spreading sheets of **TANGLEFOOT** in your show windows, especially over Sunday.

TANGLEFOOT will then be at work for you and will not only catch the flies, but attract the attention of people who pass your store to your efforts to keep your stock clean and fresh. For 1922 **TANGLEFOOT** has been considerably reduced in price.

Remember **TANGLEFOOT** *catches the germ as well as the fly, and that poisons, traps or powders cannot do it.*

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For Pure Vegetable Butters

Stick to the ORIGINALS

KoKoReKa

Parasub

Ko-Nut

And Be Assured of Quality and Uniformity

KoKoReKa

is a pure vegetable butter used for thinning chocolate, caramel work, nougats, butter scotch, chews, fudges and chocolate covered ice cream bars.

Ko-Nut

is king for salted nuts, a pure sweet neutral nut fat for roasting salted nuts, popcorn, slab dressing, kisses, chewing candies, ice cream cones and as a filler.

For Ice Cream Bars

KoKoReKa Is the choice of the leaders in this profitable new line.

Our Demonstrators

are practical men with years of experience. At any time you meet difficulties with your goods, write us. Our demonstrators will advise you, and if desired, will, when in your city, work out your problems in your factory.

Write for Free Booklet

"Science in Confectionery." Also for our new special literature, "Uses and Abuses of Chocolate Coating;" "How to Salt Peanuts;" and "Popping Corn with Ko-Nut."

Free samples of our goods on request

INDIA REFINING CO.

PHILADELPHIA

ORIGINAL Manufacturers of Refined Cocoanut Oil Products in the United States

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Bring on Your Hot Weather

You are buying candy now with an eye to the days when everything seems to melt and run.

Hot weather candies — made purposely to stand the heat, every one a well proven summer seller and packed as you would like to have them — await your orders.

Snows make a general line of dependable candy — all uniform in quality, size and pack. Our monthly price list is used by many as a Standard of the confectionery business.

All candy buyers should have one. Send for it.



C. 1922

SNOWS CANDY CORPORATION

C. 1922

337 East Illinois Street
CHICAGO, ILL.

Lead Dollars in Your Purse? Imitations on Your Shelves?

Twenty-two years of persistent endeavor to deliver QUALITY in our products has won for us the reputation for making

Pure Chewing Gum Novelties

that DO sell and DO repeat

Inferior imitations cheaply made are NOT repeating. When booking orders for fall delivery insist on the best and latest novelties.

They're made by

J. W. GLENN

Original Manufacturer

Pure Chewing Gum Novelties

65 Carroll Street **Buffalo, N. Y.**

Samples and prices to jobbers only.



Manufacturers of Pure Food Gelatines

BUILT on all the LATEST, UP-TO-DATE, LABOR SAVING LINES to produce ALWAYS a uniform ARTICLE.

Our RAW STOCK supplied by our OWNERS assures THIS.

Our Grades are of the HIGHEST QUALITY OBTAINABLE, clear to the point of TRANSPARENCY, SWEET, FREE OF ODOR, and GUARANTEED to comply with all STATE and NATIONAL PURE FOOD LAW REQUIREMENTS.

ITS USE INSURES GOOD TEXTURE AND A SMOOTH CREAM.

A TRIAL ORDER will convince you that these are the best grades of GELATINE in proportion to price that can be secured.

ATLANTIC GELATINE COMPANY

HILL STREET, WOBURN, MASS.

BRANCHES:

NEW YORK	CHICAGO	SAN FRANCISCO	BALTIMORE
3415 Woolworth Bldg.	Suite 510-11 118 N. La Salle Street	suite 240 Hansford Block 268 Market Street	1012 Union Trust Bldg.

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HEADQUARTERS FOR

Peanut Specialties

All Big Sellers and Good Money Makers

Send Your Order—For Prompt Shipment

Choc. Peanut Cluster Bars	100 to box—46c
Ever Best	100 to box—55c
Cocoanut Toasted Bars	100 to box—55c
New York Jumbos	120 to box—60c
Choc. Peanut Chips	120 to box—60c
Choc. Peanut Cluster Bars	24 to box—46c
Virginia Nut Krisps	24 to box—60c

Sugar Toasted Peanuts—Packed in 40-lb. cases or barrels, weighing about 200 lbs.

Prices Sent Upon Request

Virginia Peanut Product Co.
79-81 Delevan Street Brooklyn, N. Y.



PINEAPPLE CUBES

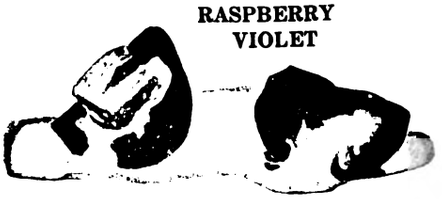
FOR DIPPING

Packed in No. 12 (Gal.) Cans Gallon Glass Jars

8 FLAVORS - 8 COLORS

CREME DE MINT	GREEN
ORANGE	ORANGE
MARASCHINO	RED
LEMON	LEMON
NATURAL	NATURAL
GRAPE	PURPLE
RASPBERRY	RED
VIOLET	VIOLET

Wonderfully Delicious!



Two Sizes
800-900 Count
1100-1200 Count



Processed right to cordial when cream dipped and chocolate covered
(Note illustration)

Order a case—6 cans assorted flavors—*Today*
Prices and results will more than please you.

Blanke-Baer Extract & Preserving Co.
3224-34 South Kingshighway St. Louis, Mo.

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CLOVER BRAND LOZENGES

Clover Mints Clover Mints
Medicated Work a Specialty

Specialties

Cigarettes — Chop Sticks — Ben Hurs
Diadems — Cachous — Penny Roll Lozenges
Penny Roll Cachous — Floral Dainties — Beauties
Milo Cigarettes — Chocolate & Printed Wafers 10 for 1c

CLOVER WAFER ROLL 5c

SMITH & PETERS Philadelphia

MATTHEWS BROS.

MAKERS OF

Plain and Fancy Candy Boxes
Cartons and Folding Boxes
OF ALL KINDS

115 HOPKINS PLACE
BALTIMORE, MD.

TOYCO
Reg. U. S. Pat. Off.

And Now
A
Penny Squawker
By the Manufacturers of
"Toyco" Balloons

"TOYCO"
TIP-TOP Sausage Squawkers

80c Per Gross

F. O. B. Ashland, Ohio
2%—10 Days
To Jobbers Only

How many can we send you NOW?



Send us your orders at once—for prompt attention

The Toycraft Rubber Co.
ASHLAND, OHIO



YOUR CHIEF CONCERN in promoting the sale of your candy is the necessity of offering it to the discriminating public in an artistic and quality container.

It is just as important to catch the eye by means of a distinctive carton as to please the taste with the good candy inside. The better the product the more important it is that a "correct" package be used.

Our ability to perform through our various factories located in Chicago, Brooklyn and Toronto, Canada, offers unusual facilities for effectively supplying the requirements of the most exacting manufacturers, regardless of geographical location.

Give a thought to your boxes and

THE A.D. SHOUP CO.

SALES OFFICE
Aeolian Building,
33 W. 42nd Street,
NEW YORK

FACTORIES
CHICAGO, ILLINOIS — BROOKLYN, NEW YORK — TORONTO, CANADA

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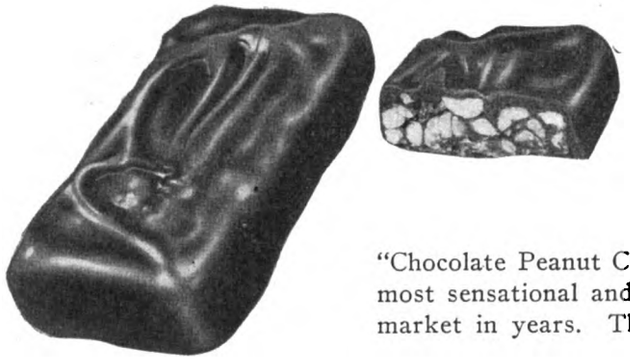
MARCONE & COMPANY, Inc.
BROKERS
IN
COCOA BEANS and COCOA BUTTER
98 FRONT ST. NEW YORK



QUEEN QUALITY
Salted Peanuts and Almonds
None Better
Lancaster Salted Nut Co.
LANCASTER, PA.

Patents and Trade Marks
Mason, Fenwick & Lawrence
WASHINGTON, D. C.
Counsel for National Confectioners' Association
Other Offices in New York and Chicago
Established Over Sixty Years

If you are working on an invention or desire to register a trade mark consult us
We have with us four late members of the examining corps of the United States Patent Office



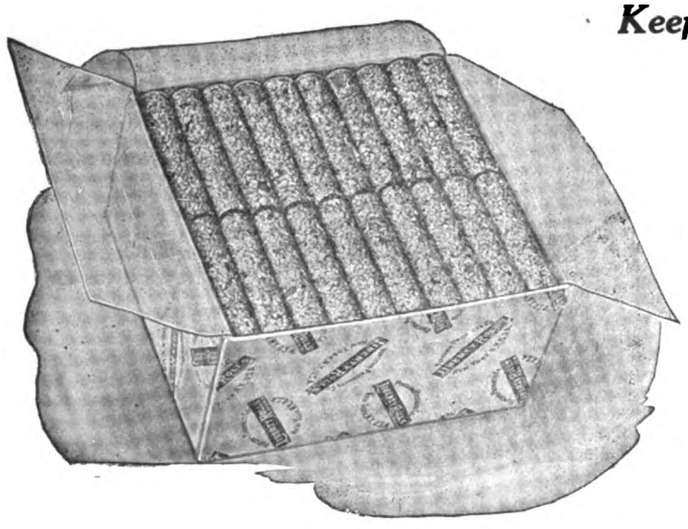
Notice to the Trade

We take this opportunity of informing the trade that we have registered at the Patent Office, Washington, D. C., the name of

Chocolate Peanut Chews
Registered Serial No. 154,588.

"Chocolate Peanut Chews" is a pass-word with the trade. It is one of the most sensational and staple selling pieces that has been introduced to the market in years. There is only one **"CHOCOLATE PEANUT CHEWS."**

D. GOLDENBERG, 2935-37 Frankford Ave., PHILADELPHIA, PA.



Keep your trade well supplied with

LIBERTY ROLLS
REG. U.S. PAT. OFF.

NEAPOLITAN BRICKS
and
KRISPETS

The "Steady Repeater" of the Popcorn Industry

Manufactured and Guaranteed by

The Popcorn Products Co., 1 Desbrosses St., New York

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Forward! March!

Three Pound Bulk Box

Delicious Hand Dipped Chocolates

(Glad to sell you Five Pound Boxes if you want them)

24 cents the Pound—72 cents the Box

(Except Special Centers, see Catalogue

Delivered

to

All Points East of Chicago, St. Louis, and New Orleans
Pro Rata Freight Beyond Those Points

See Here!

Our 3 pound box offer is little less than a REVOLUTION in the Confectionery Industry of the United States. For many years all of the better class bulk chocolates have been sold in 5 pound boxes. If times were great, and the pulse of business beating high, we wouldn't want to change that. Big Units mean Bigger Sales.

If Ambassador Chocolates were sold only by Marshall Field, of Chicago, John Wanamaker, of New York and Philadelphia, and the Big Merchants on the Main Streets of the Big Towns, we would not want to change that Unit. But times are out of joint, and it is up to every manufacturer, jobber and merchant to keep his stocks low, to watch every penny he invests, to turn his capital over, and the 3 pound box does all that. Just think of it, for every thousand dollars a jobber invests in bulk candy in 5 pound boxes, he need only carry $600 in 3 pound boxes, and he has the same assortments and the same facilities for taking care of every customer on his books.

The American public is not buying the great mass of its confectionery wants from the Department Store and the Big Merchant. Of course that is true. There are no available statistics of the number of small storekeepers of the United States, but they are placed here, there and everywhere in the back streets of our big Towns, North, East, South and West. They are found in the New England Villages, and the Kansas Crossroads, and 90% of the candy consumed in the United States is bought in that class of store. Very few of these stores are prosperous today and their owners are confronted with the difficulty of having adequate stock and wide enough assortment to attract and take care of what trade is going.

We have a thousand jobbers buying our goods, covering the territory between this City of Baltimore, and Far Off Denver, and everyone of them is dependent for his volume upon the small storekeeper. He sells the big fellow here and there, now and then, but from Monday morning until Saturday night the orders that come to him by telephone, by mail, through his salesmen or his own efforts is from the little fellows who, though buying a little, in the aggregate give him volume.

And, so we are putting out a 3 pound bulk box. First, to cut down the amount of stock necessary for each of our jobbers to keep on their shelves—**cut it down 40%**. Secondly, to cut down the investment of the retailer or give him the opportunity of wider variety and better display for the same money. We haven't done this without deep thought, without consultation with many jobbers in all parts of the Country. We are right. Write us for samples and full information.

Ambassador Chocolate Company

BALTIMORE **IN THE STATE OF MARYLAND**

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LUDEN'S

Something new—and, of course, something good.

Packed 120 count and an excellent piece of candy for summer trade.

Spearmint Ices
5 for 1 cent

Chocolate Mint-O-Ring — Big value and an excellent eating piece of chocolate peppermint-flavored cream center—packed 24 count to retail at 5c. Why not order a case at once—and be one of the first to offer them to your customers?

Spearmint Leaves — Sold in every State in the Union and well liked. Everybody Buys Them.

Marshmallow Penny Specialties — Naturally you'll think of LUDEN'S and will want some of them, too.

Last but not least, "by a whole lot"
LUDEN'S MENTHOL COUGH DROPS

WM. H. LUDEN, Inc., - - Reading, Pa.





To the Manufacturing Confectioner

If putting out a **new piece of goods** and you wish to use

Quaker Brand

A New Flavor
A New Color
A Confectioners' Glaze
Something to Prevent Stickiness
Something to Keep the Candy Hard
Something to Keep the Candy Soft

Quaker Brand



WRITE OTTENS—It will be of mutual benefit

Our Reference—Established 1884



HENRY H. OTTENS MFG. CO., INC.
129-131 S. Front St., Philadelphia, Pa.
Canadian Factory: 3 Jarvis St., Toronto

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Sure You

CAN

You can get more actual toppings from a gallon of Senneff-Herr Marshmallow than from any other.

Every Topping Tip Top, Too

JOBBERS can satisfy more customers with Senneff-Herr Marshmallow than with any other. We make good marshmallow and we make good on our "Satisfied Customer Guarantee."

Senneff-Herr Make
TEN BANNER ICE CREAM TOPPINGS

Write for Samples and Prices

Senneff-Herr Company
INCORPORATED
STERLING - - - - - - - - - ILLINOIS

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How the folding box opened a great new market



"The cartons and containers make one of the best packs that this Association puts out."

THE biggest merchandising success in recent years has been the marketing of Sunmaid Raisins in five-cent packages.

In the first six months over 600 million cartons were sold — and in this tremendous achievement the folding box played a big rôle. The counter display container was also an important factor contributing to the success of the enterprise.

It was vital to have folding boxes which would be uniform even in such enormous quantities — cartons which would be just as attractive and colorful at the end of a hundred million as after the first few thousand.

Reliability of supply and promptness of delivery were also of prime importance.

That Gair service met all demands is attested by the following letter from the California Associated Raisin Company: "We wish to express our appreciation of the service which we have received. It has permitted us to arrange our packing schedule with your cartons to the best possible advantage. *The cartons and containers make one of the best packs that this Association puts out.*"

This is only one of the many conspicuous successes with which Robert Gair Company has been associated. A great part of these folding boxes and display containers was manufactured by us.

Backed by years of knowledge and experience, we offer you expert assistance and advice on every phase of your packing and shipping problems. We can meet all demands for quantity as well as quality production of Folding boxes, Labels, Lithography, Corrugated and Solid fibre shipping cases.

Send a postal for your copy of our interesting booklet, "Scientific Selection of Package Designs."

ROBERT GAIR COMPANY

350 Madison Avenue, New York

CHICAGO • PHILADELPHIA • BOSTON • BUFFALO

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FLAVOR?

FOR REAL VANILLA FLAVOR

SAMPLES??? SURE!!!

CONCENTRATED BEAN VANILLA REINFORCED

USE

ALLEVANIL

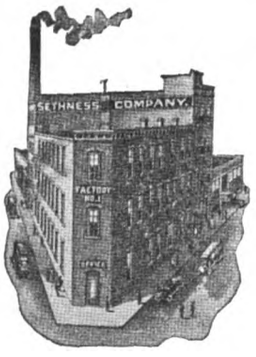
J. W. ALLEN & CO.

CHICAGO, ILL.

Confectioners' Machinery, Tools and Supplies

Sethness Company,

659 Hobbie Street — Cosco — CHICAGO, ILL.





Manufacturers of

Egg Fondants and Caramel Pastes
Extracts, Fruits and Colors
CREAMS FOR CHOCOLATE
CREAM CENTERS AND NOUGATS

EGG SPONGE — NOUGAT KING
KANDY KORE — MARVEL WHIP

FULL CREAM CARAMEL PASTE

TRUE FRUIT EXTRACTS
VANILLA EXTRACTS AND COMPOUNDS
SODA FOUNTAIN FRUITS
½ GALLON JARS ¼ GALLON JARS
BULK

ARTIFICIAL EXTRACTS
DIPPING FRUITS
MARSHMALLOW TOPPING
1 GALLON CANS HALF BARRELS
KEGS BARRELS

Operating 75,000 Square Feet for Quality and Service

DENVER BRANCH
Thirteenth and Wazee Streets

PITTSBURGH BRANCH
609 Chamber of Commerce Building

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BUILD BETTER BUSINESS WITH NATIONAL CANDY CO. PRODUCTS

THE JOBBER

The Jobber who wants something new—

The Jobber who wants something that sells easily—

The Jobber who wants something the Retailer will sell quickly—

The Jobber who keeps an up-to-date stock—

Is the Jobber who *Builds Better Business* with *National Candy Co's. Products.*

Write us for further information.

NATIONAL CANDY CO. INC
Executive Offices
208 NORTH BROADWAY **ST. LOUIS, MO.**



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ESTABLISHED 1875

W. H. DEISROTH CO. INC.

MANUFACTURERS OF

PAPER BOXES OF QUALITY

713-15 SPRING GARDEN ST

PHILADELPHIA, PA.

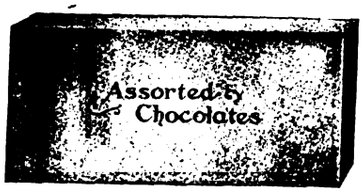
CARRIED IN STOCK



No. 14—1 LB. BOX
200 in case



No. 4—1 LB. BOX 200 in case



No. 7—1 LB. BOX 200 in case



No. 9000—1 LB. BOX
ASST. 100 IN CASE

PRINTED WITH YOUR NAME IN QUANTITIES OF 1000 OR MORE

CHRISTO BRAND **LG** **THE ONLY RELIABLE**

Sterilized and Preserved Stuffed Glace Natural Fruits

Glace Stuffed Regular Prunes
Glace Stuffed Nutted Prunes
Glace Stuffed Regular Apricots
Glace Stuffed Grapefruit Apricots
Glace Stuffed Nutted Apricots
Glace Stuffed Cherries or Regular
Glace Pineapple
Glace Figs and Stuffed Dates
Glace Grapefruit
Turkish Delight — Nutted or Plain

For Particulars Write to

Christo Georgiades & Co.

148 39th Street - Brooklyn, N. Y.

GELATINE

Our gelatine is guaranteed to be absolutely pure and to stand the most severe tests of all present food laws.

Our fifty-four years of experience have so perfected our gelatine that it will produce incomparable marshmallow and Confectionery Specialties.

Milligan & Higgins Gelatine Co.

Established 1868

222-224 Front Street, New York City

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No Gray-Ashy Chocolates This Summer

Not if you use

ACOCOAT

The Pure Vegetable Butter That Stands Up

Acocoat will stand up in any weather. It was perfected for chocolate work, kisses, caramels, nougats that hold their shape and retain their satiny gloss however high the temperature.

Acocoat is the result of months of research work—months of laboratory tests—and has made good in the biggest plants in the country.

It replaces Cocoa Butter on every count and gives results not possible with cocoa or any other butter on the market.

Don't have any "Returned Goods" evil this season. Let Acocoat insure your products from plant to consumer.

Send today for sample and full directions. We will also send a sample of Acoset—a hardener. We maintain a fully equipped laboratory specializing on our vegetable fats and oils. You are invited to use the services of our chemists and practical confectioners—put any of your manufacturing problems up to them.

American Cocoanut Butter Company

Makers of ACOMO, ACOMINE and MAROKO

CHICAGO
127 N. Dearborn St.

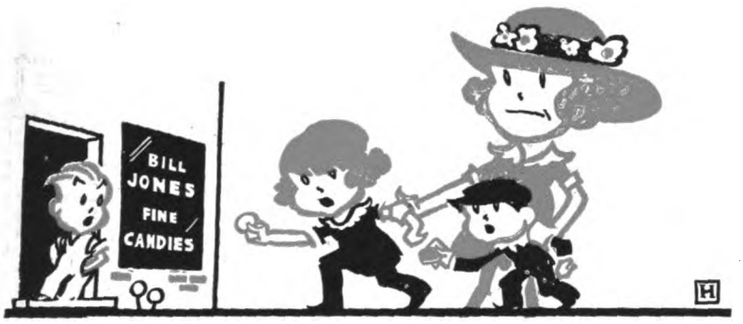
NEW YORK
297 Fourth Avenue



To insure prompt service, complete warehouse stocks are maintained at the principal distributing centers.

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Yep! Bill's now Successful!!



BILL ran a pretty high-class store; his sales on box and package goods were all that could be expected. Yet he depended to a big extent on the Kiddies and Flapper trade, and that is where he fell down. It seemed that the grown-ups just kept them away from Bill's store, and little wonder.

Bill's line of 5 and 10c goods while arranged attractively on counters, was otherwise unprotected. It was easy picking for the flies, got stale quickly and was unsanitary because of repeated handling.

Bill's wise now—he's switched his affections. He's getting his full share of the pennies, nickles and dimes from the Kiddies and Flappers. Everybody is satisfied now.

He's handling his loose candies, peanuts, patties and hard candies put up in well-printed, dust-proof, sanitary Glassine Bags. The Kiddies see what they are getting and their grown-ups are satisfied because they know the candy is clean and fresh.

Bill is a sticker now for Glassine Bags and crabs the act if a manufacturer doesn't back him up.

Moral: Pack it in transparent—sanitary Continental Glassine Bags.



CONTINENTAL PAPER & BAG MILLS

BRANCHES IN ALL PRINCIPAL CITIES

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Every bag sells "Bingle Chocolates"

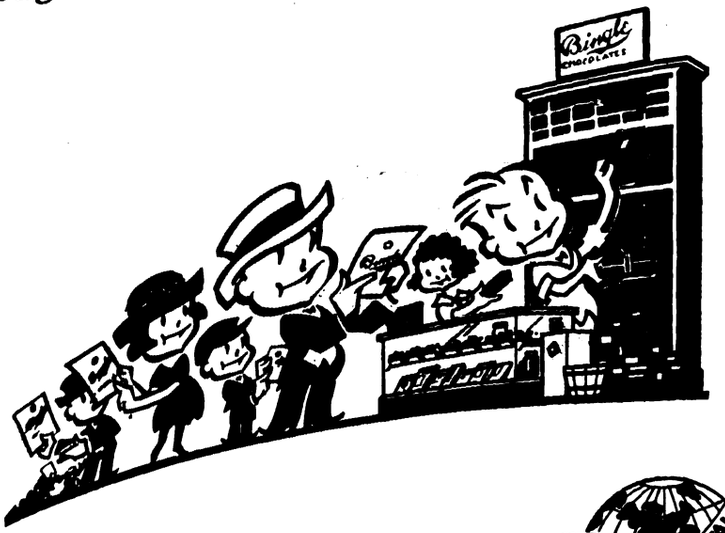
ONE day the Up and Comer Salesman for Bingle Chocolates offered to supply Bill with embossed confectionery bags. Because they cost him nothing Bill suspected a trick. He accepted and soon discovered that it was *his* trick.



The town soon became mighty friendly to Bingle Chocolates. They called them by their first name when they purchased chocolates either in boxes or bags.

Now Bill wasn't blind to the fact that the embossed confectionery bags were effectively heralding the name and fame of Bingle Chocolates. Also that the increased sales were making a bulge in the old ledger.

In fact, it might be said that the manufacturer was in pretty strong when it came to the matter of Bill's good will.



The manufacturer knew it was subtle advertising to say "Bingle Chocolates" every time one of Bill's customers made a purchase.

Moral: Let Continental Embossed Confectionery Bags advertise your brand.

CONTINENTAL PAPER & BAG MILLS

BRANCHES IN ALL PRINCIPAL CITIES

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PERFECTION DISPLAY BOXES



CHICAGO CARTON CO.
CHICAGO

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Does Your Candy Box Really Help Your Candy?

Or is it just the ordinary, every-day box?

Not all confectioners realize the importance of the package.

First impressions are most important. Those who do not know the merits of your candy judge it first by the box.

For fifty-three years Youse boxes have been creating sales by an individuality and a quality which reflect tempting sweets within.

Youse Boxes are both appealing and practical. And the prices are right.

C. J. Youse Company

(Established 1869)

HOLLIDAY & SARATOGA STS.,
BALTIMORE, MD.

Save!

USE SOLVAY 15% MORE BRINE

Low Cost of Refrigerating Brine of Maximum Strength

A free circulating alkaline brine of uniform high strength is readily obtained through the use of

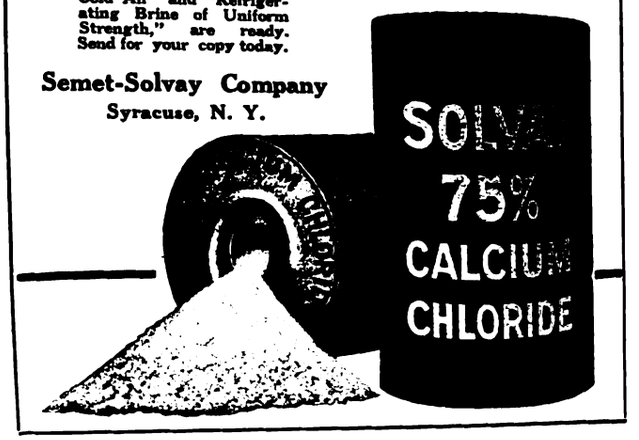
SOLVAY

75% CALCIUM CHLORIDE

It is clean, efficient, economical and absolutely reliable. Solvay will not corrode or injure refrigerating pipes. Solvay is easy and economical to handle; packed in solid, flaked or granular form in air-tight steel drums. One of the Solvay's thirty-six shipping points is in your locality, insuring prompt delivery of your order.

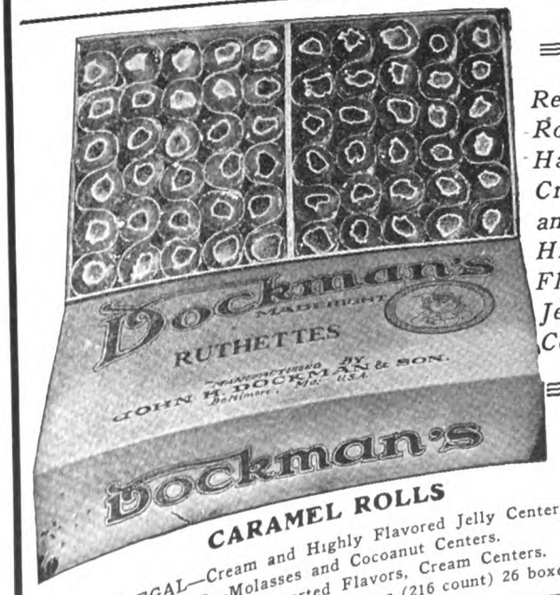
Our new booklets, "Dry Cold Air" and "Refrigerating Brine of Uniform Strength," are ready. Send for your copy today.

Semet-Solvay Company
Syracuse, N. Y.



Dockman's

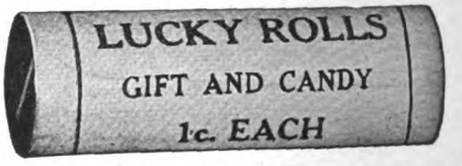
MADERIGHT CONFECTIONS



Regal Rolls Have Cream and Highly Flavored Jelly Centers

CARAMEL ROLLS

REGAL—Cream and Highly Flavored Jelly Centers.
WONDER—Molasses and Cocoanut Centers.
RUTHETTES—Assorted Flavors, Cream Centers.
Packed 120—52 boxes to case; 5 lb. boxes (216 count) 26 boxes to case



LUCKY ROLLS

Gift and Candy in Every Roll. Packed 120—50 boxes to the case. The Kiddies want Lucky Rolls—Keep them in Stock.



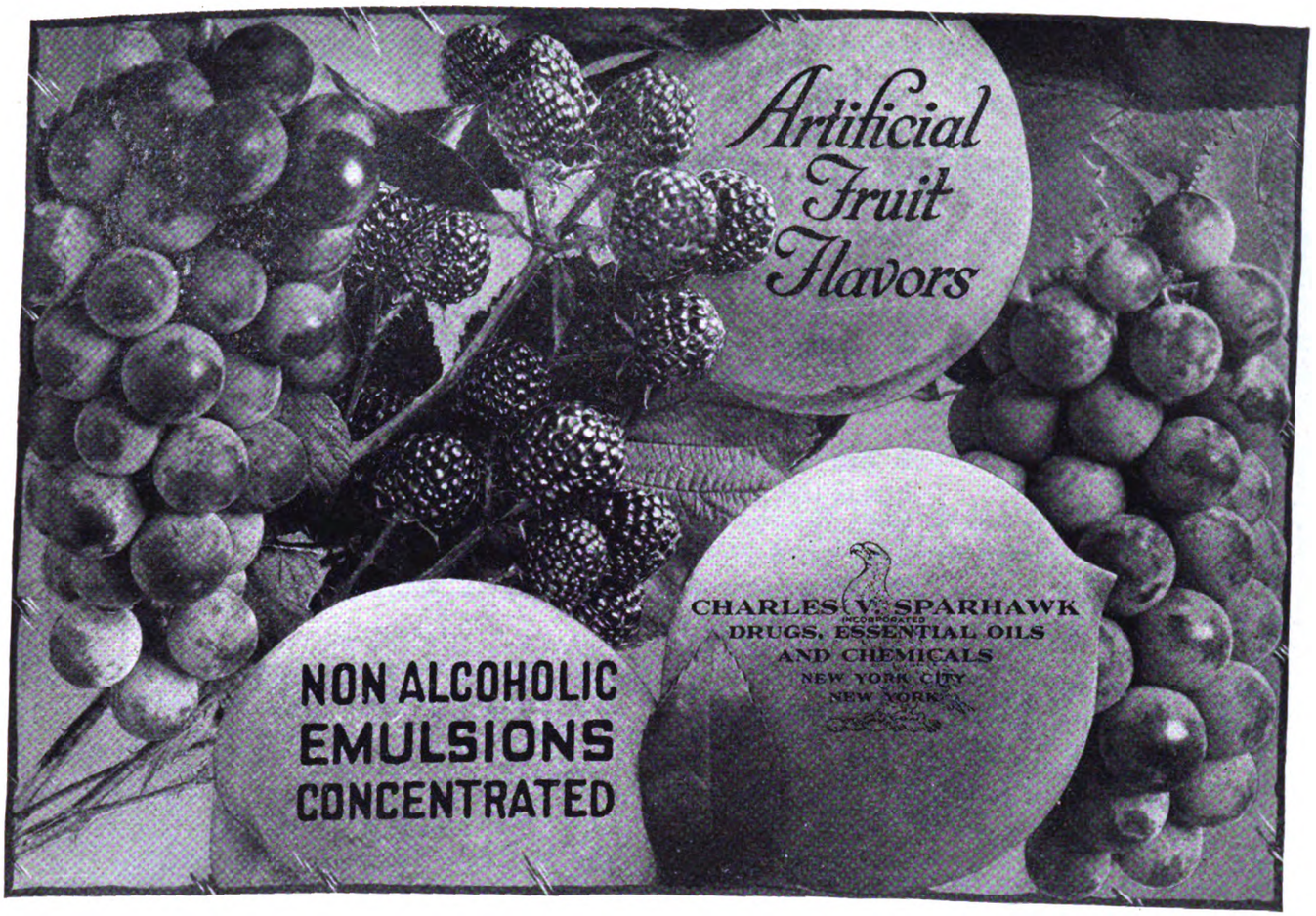
BREATHETTES

A Highly Flavored Breath Perfume in Glass Tubes. Either Assorted or All Licorice Flavor. Packed 120—50 boxes to the case.

Real Sports	*Ask for our price list*	PEANUT STUMPS
A New Penny Carton		Some Penny Piece

John H. Dockman & Son, 32-34 E. Montgomery St., Baltimore, Md., U. S. A.

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American Peanut Corporation,

CLEANERS, GRADERS, SHELLERS
——AND BLANCHERS OF——

PEANUTS

Packing Buster, America, Mascot, and all grades of shelled and blanched peanuts.

BRANCHES

THE BAIN PEANUT CO., Inc., Branch, packing Superb, Belle of Wakefield, and Diamond Brand, and all grades of shelled and blanched peanuts.

THE GWALTNEY BUNKLEY PEANUT CO., Branch, packing under Bon Ton, Sun and Diamond G, and all grades of shelled and blanched peanuts.

THE DIXIE PEANUT CO., Inc., Branch, packing Monarch, Dixie and Crater, and all grades of shelled and blended peanuts.

NORFOLK STORAGE COMPANY, Branch, packing Trophy, Electric Light, Pilots, and all grades of shelled and blanched peanuts.

NORFOLK, VIRGINIA.

THE BAIN PEANUT COMPANY OF TEXAS, FORT WORTH, TEXAS.
THE BAIN PEANUT COMPANY, ALBANY, GA.

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Kandex will solve your Caramel Problems

What *Kandex* Does

It produces a caramel that will stand up however hot or humid the weather—a caramel that can be cooked at a lower temperature—making it softer and better to eat—a caramel with wonderful body—a caramel that will not "squat" or leak—but that stays firm, shapely, yet soft at 120° F., and 85% humidity.

Kandex insures 100% Quality, yet in most cases cuts your cost of manufacture from ⅛ to 2 cents a pound—1 pound of Kandex will replace 4 pounds of sweetened condensed milk.

What Kandex Is

Kandex is an absolutely pure—absolutely healthful product consisting mostly of protein and fat—just the two ingredients you are looking for when you buy a milk product. 1 pound of Kandex contains 4 times as much protein as 1 pound of condensed milk.

How to Prove Kandex

Send for a Sample today and full directions for the use and proof of what a big manufacturer calls the "wonder product of the age"—For Kandex is new. But not untried. It has made good for more than a year in laboratory tests and in the plants of the country's most famous manufacturers.

Who Is Back of Candex



A company that has been supplying the highest grade manufacturers in the country with the highest grade products made for more than twenty-five years—

For Sample address Kandex Department

THE NUCOA BUTTER COMPANY

NUCOA BUILDING

297 Fourth Avenue **New York**

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Fancy Ribbons in Great Variety

Werbro TRADE MARK RIBBONS

Owners and Operators of the
WERBRO. RIBBON MFG. CO.
MILLS:
PATERSON, N. J.—BATH, PA.

In addition to the great variety of stock grades we carry, both plain and fancy, we are prepared to figure upon your loom orders for especially distinctive ribbons.

If you intend to feature a certain box and are prepared to order a quantity of a particular distinctive ribbon, which you wish created for that special box, we will gladly co-operate with you. If you will forward a sample of the box we will offer expert criticism regarding the style of ribbon best adapted or will carry out your own suggetion.

AT YOUR SERVICE

WERTHEIMER BROTHERS
The National Confectionery Ribbon House
MILLS:
PATERSON, N. J. BATH, PA.
Office and Salesroom: 17-25 East 24th St., NEW YORK



No. 18767/10—PALM PLANT
natural prepared, everlasting, 48 inches high with 10 leaves, $3.00 each with pot, $2.50 without pot.
Write for my SPRING CATALOGUE No. 18—with illustrations in colors of Artificial Flowers, Plants, Trees, etc., MAILED FREE FOR THE ASKING.
FRANK NETSCHERT
61 BARCLAY ST. NEW YORK, N. Y.

High Grade
SUCKER STICKS
and Wooden Stick Specialties
BELLEFONTE LUMBER CO.
Bellefonte, Penna.
PROMPT SHIPMENTS SATISFACTORY PRICES

Made by the Manufacturers of

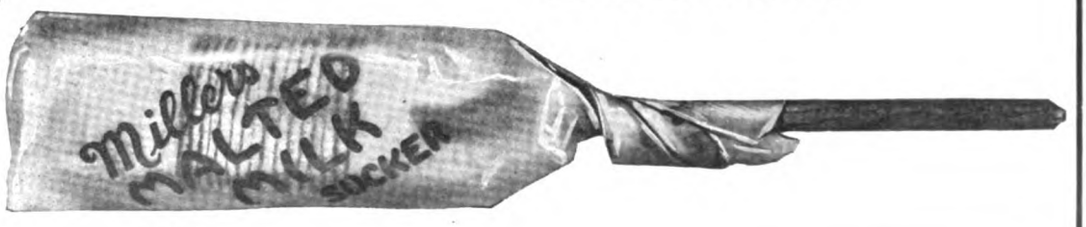
MARY JANES
AND
DEAROS



Two Summer Penny Pieces

MALTED MILK SUCKERS AND LIMELIGHTS

CHAS. N. MILLER CO.
Organized 1884
BOSTON



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CHOCOLATE
Moulded Nut and Cream Bars
Tin Foil Wrapped
Knickerbocker Bars
Choc. Whipped Cream
Choc. Cocoanut Cream
Choc. Operanut
Choc. Peanut Cluster
Butter Scotch
5 BIG Sellers
Retails for 5 cents

Chocolate
KNICKERBOCKER
Whipped Cream

Net Weight 1¼ oz.—24 Bars to Carton—48 Cartons to Case

D. ARNOULD CO., 385 Canal Street NEW YORK, N. Y.

Its delicious eating qualities and wonderful food value appeals to everybody and everywhere.

Also complete variety of 5-lb. bulk chocolate cream.

Samples and Prices Upon Request

GUM TRAGACANTH
VANILLA BEANS
GUM ARABIC

THURSTON & BRAIDICH
27 CLIFF STREET
NEW YORK



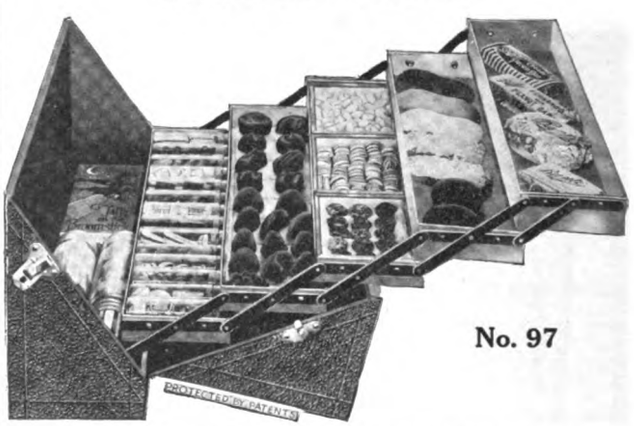
Paris Exposition
1900
The Highest Award Gold Medal and Diploma
Was Given

A. M. TODD'S
ESSENTIAL OILS

Crystal White Double Distilled
THE LARGEST ESSENTIAL OIL WORKS IN THE WORLD

A. M. TODD COMPANY
Main Office
KALAMAZOO, MICH.

Bigger Better More Orders
Displaying Samples Quickly, Attractively Convincingly, Fresh and Clean with
KNICKERBOCKER "MADE-RIGHT" SAMPLE CASES



No. 97

THE LITTLE CASE THAT GETS THE BIG ORDERS
Wood Trays - $5.00
Aluminum Trays - $6.50
F. O. B. Chicago
Write for Catalog "J"

Knickerbocker Case Co.
Manufacturing Wholesalers
Clinton St. at Milwaukee Ave.
Chicago, Ill.

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Milady
CHOCOLATES

Milady Cherries
THE NEWEST THING

Each Individual Chocolate Cherry Foil Wrapped

Every Piece
a Sweet Surprise

Milady Chocolates
Every Piece a Sweet Surprise
$1.25 the pound

Milady Assorted Dipped Nuts
Milk Chocolate
$1.50 the pound

Milady True Fruits and Nuts
In Chocolate
$1.50 the pound

Milady Malted Milk Chocolates
Nougat, Caramel, Butterscotch
and Nut Cream Centers
$1.25 the pound

Milady Chocolate Covered,
Milk Dipped Brazil Nuts
$1.50 the pound

The quality values in MILADY Chocolates of all varieties is telling in our greatly increased sales and repeating orders.

Many distributors recently have come to realize that Milady Chocolates is a line on which their business can build. Investigate for yourself—now.

Territory Available for Quality
Wholesale Distributors

AMERICAN CANDY COMPANY

Makers of Rex Brand Confections

MILWAUKEE, U. S. A.

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HONEY SCOTCH

Improved Butter Scotch

Pure as the Heather

Fresh as the mountain dew, pure as the heather and all for a nickel. The hills of Scotland never produced anything purer and more fragrant in flavor.

Ten delicious pieces in every five-penny package—each piece wrapped separately to protect its wonderful goodness.

Honey Scotch Has Made Good With Dealers



Honey Scotch repeats because the Flavor lingers. That's why jobbers from coast to coast and from the Gulf to Canada find it profitable to sell and recommend Honey Scotch.

Samples and prices cheerfully submitted upon request.

J. N. Collins Co.
MINNEAPOLIS



Certified Food Colors
Vegetable Colors
Cochineal Colors

GENUINE FRUIT EXTRACTS
ALSO
NON-ALCOHOLIC FLAVORS
Concentrated in Paste Form (For Hard Candies)
Made from the real fruit

Manufactured by

H. KOHNSTAMM & COMPANY
(Established 1851)

First Producers of Certified Colors



83-93 Park Place New York

11-13 E. Illinois Street Chicago

Vanoleum

(TRADE MARK REGISTERED)

The Original Concentrated Vanilla Flavor

THE SAME AS ALWAYS

Used for over TWENTY YEARS by leading Confectioners, Ice Cream Manufacturers, Bakers, Soda Dispensers and Caterers.

EMULSIONS

Lemon, Orange and Maple

Corrizo Extract Co.

211-215 W. 20th Street, New York City, N. Y.

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LICORICE ROOT PLANT
Showing Above and Underground Growth

PAN PIPES

(OUR LATEST NOVELTY)

Packed 120 to box

Made at both our Brooklyn and Moline Factories

Also

Flexo Chocolate Bars
Navy and Indian Plug
Night Sticks
Rope Twist
Bricks
Cigarettes
Whips
Whistles

Favorite
Dulce
Curved Stem Pipes
Cigars (banded)
*** Buffalo Sticks**
*** Lozenges**
*** Wafers, 10c bags**
*** Y & S, Scudder and M & R Stick Licorice**

** Shipped from Brooklyn factory only.*

NATIONAL LICORICE COMPANY

ANTECEDENTS
Established 1845

MAIN OFFICE

MOLINE, ILL. **BROOKLYN, N. Y.** **MONTREAL**

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Milk Chocolate Covered

Raspberry Hearts
Vanilla Bar
Maple or Mint Wafers
Lemon Sherbets

Exceptionally Good New Numbers Always Predominate

Dark Coatings

Marshmallow Bar

Peanut Crispy Krunch

THIS IS WHY WE ARE OFFERING AS LEADERS THE ABOVE

PENNY GOODS

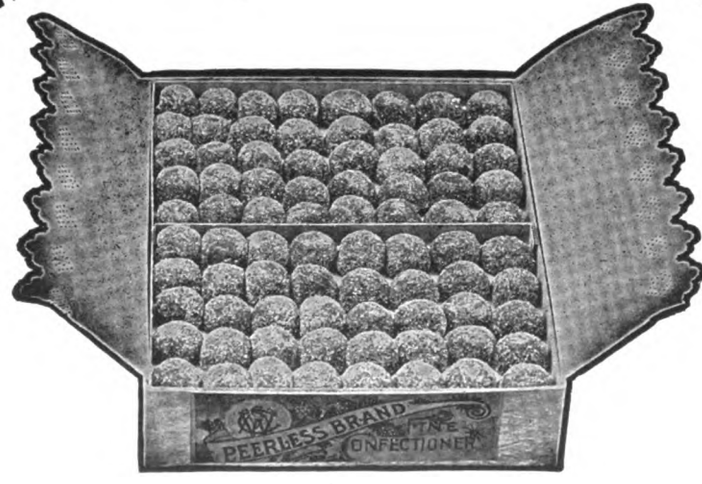
Packed 120 Net Count—40 bx. to Case

WE ALSO HAVE A FULL LINE OF **HARD CANDY PENNY GOODS** SUGAR ROLLED FOR SUMMER

Hardie Brothers Co., Pittsburgh, Pa.

Quotations on Application—To the Jobbing Trade Only

PEERLESS BRAND JELLY DROPS



New Tray Package

Every Drop Perfect

BEST ON EARTH

Manufactured Exclusively by

WILLIAMSPORT CANDY MFG. CO., Williamsport, Pa.

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HENRY HEIDE'S

Diamond Brand TRADE MARK Confectionery

A Distinctive and Complete Line of High Grade

Chocolates and Confectionery

HENRY HEIDE New York

Incorporated

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Ask To See Our
New Line of Penny
CARAMELS
They Are Winners

Caramels

Golden Gems
240 Count
A Molasses Treat

Caramels

Chocolate Wonders
240 Count
Vanilla and Chocolate
Won Their Favor Through Their Flavor

Caramels

Fairy Wonders
240 Count
Vanilla and Strawberry
As Sweet as Honey—They'll Bring You Money

Caramels

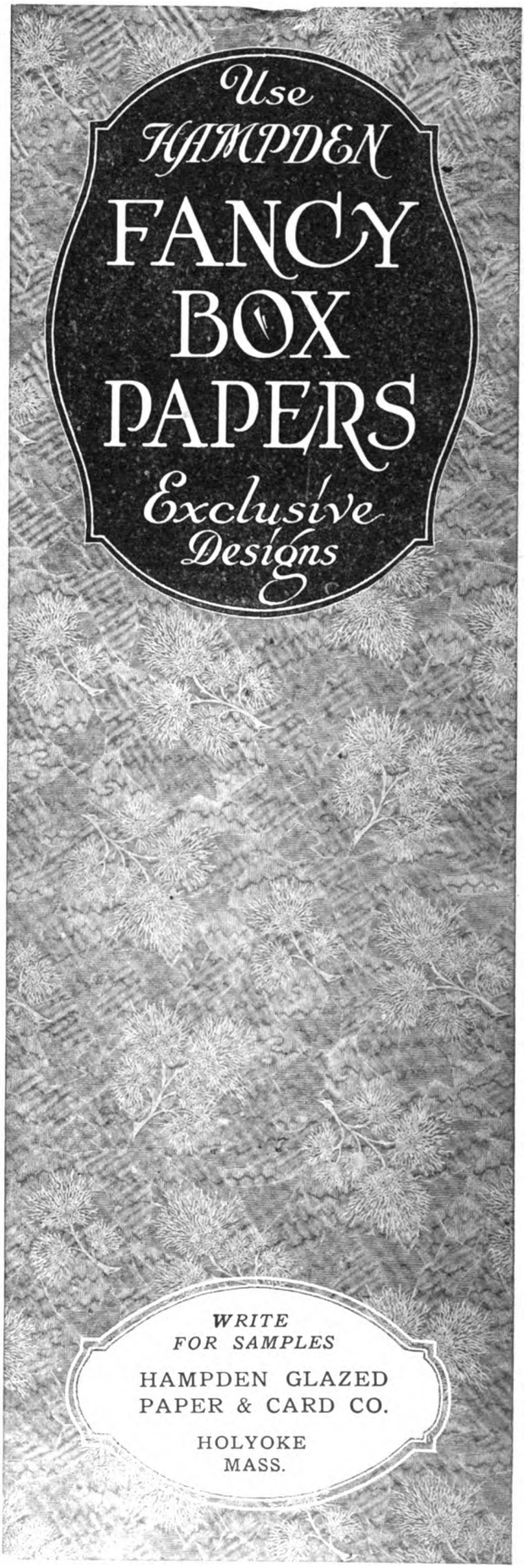
Snow Flake Gems
240 Count
Rich in Cream—They're a Dream

Caramels

Think of the Size and Quality

Send for Samples and Price
You'll Be Glad We Coaxed You

IDEAL CARAMEL CO., Inc.
JOHNSON CITY, N. Y.
The Valley of Fair Play



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YOU

are looking for a line of goods that has stood a test of twenty years and is back again to the HIGHEST GRADE of PRE-WAR STANDARD.

Past experience proves the REPEATING QUALITY

In this class is our line of Bar, Penny, Kiss, Case Fudges and Pail Goods.

Give these goods a try for

QUALITY, LOW PRICE and YOUR SATISFACTION

The Blue Bell Brand

Manufactured by

THE ROBERT F. MACKENZIE COMPANY
CLEVELAND, OHIO

A Sensational Seller of Several Seasons

THIS WONDERFUL PACKAGE IS

Mellow Honey-Combed Chocolate



Something Entirely Different

The Largest Selling 5c Confectionery Specialty Ever Placed on the Market

Made by a special patent process

Every jobber should handle this Delicious Confection as the demand this Coming Season will be greater than ever. If you have never tried this Delicious Confection write today for sample or send for trial case, 32 boxes in case; 24 pieces in box.

We Have Other BIG-SELLING 5c SPECIALTIES, Too

Ambrosia Chocolate Company, 333-335 Fifth Street MILWAUKEE, WIS.

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Frozen Pudding

A new flavor that will add a refreshing touch to your Nougats, Fudges and Creams.

This flavor has been adopted by several very prominent factories and their re-orders testify to the merits of it.

It is not easy to describe its unusual taste. Better let us send you a sample so you can try it out.

Write today, on your business stationery, please.

ALEX. FRIES & BRO.
312-14-16 E. 2nd St. Cincinnati, Ohio
Established 65 Years.

Virginia Dare High Grade Hand Dipped

Chocolates and Bon Bons

Package and Bulk

Complete Line *Prices Right*

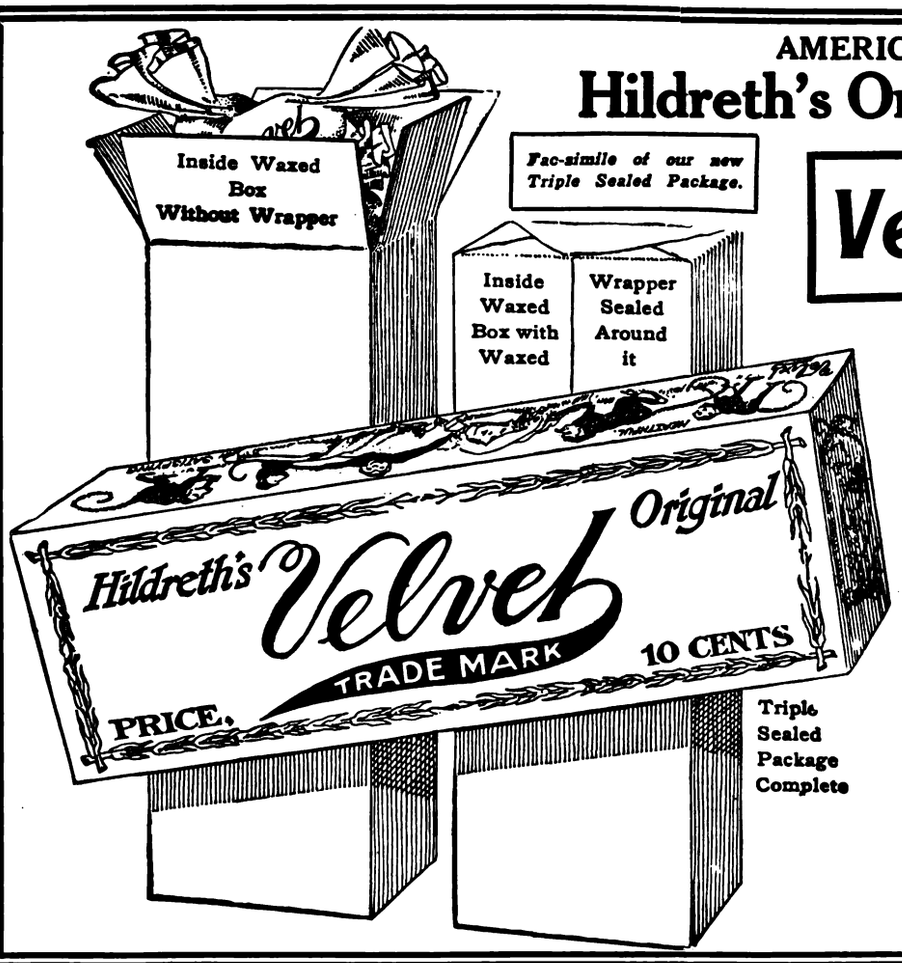
Send for Quotations

Agents Wanted Everywhere

MADE BY
The
Clifford Bros. Co.
Baltimore, Md.



AMERICA'S FAVORITE
Hildreth's Original and Only
Velvet Candy



In Triple Sealed Packages

GREAT REDUCTION
January 1, 1922

Pre-war prices re-established.
10—20 & 35c packages revived.

Send for revised Price List and Samples.

The finest seller on the market.
Has been the standard for over 30 years.

For sale by the jobbing trade everywhere.

H. L. HILDRETH CO.
549 to 559 Albany Street
BOSTON 18, MASS.

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Of special interest to users of gelatine

That quality of product which has long been associated with the name Swift & Company now applies to a complete line of gelatine.

And it is significant that the leadership which is granted to other Swift products is fast coming to these gelatines which have been on the market little more than a year.

The reason, however, is plain. In these gelatines, as in the other Swift products, superior quality is achieved by greater care in every detail of preparation.

Even the air is washed

It is not enough for us to have an abundant supply of raw materials from which only the best need be chosen, or to have the most modern equipment for experienced men to use in making the finished product.

Absolute sanitation is the watchword in every step of the process. The air, for instance, which goes into the factory where Swift & Company's Gelatines are made, is thoroughly washed in pure spring water.

So it is that we can offer you gelatines, pure, free from taste and odor, of good strength, unusual clarity and dependable uniformity.

The prices will interest you.

Quick service from nearby warehouses

The quickest deliveries are assured through our established system of warehouses in all parts of the country.

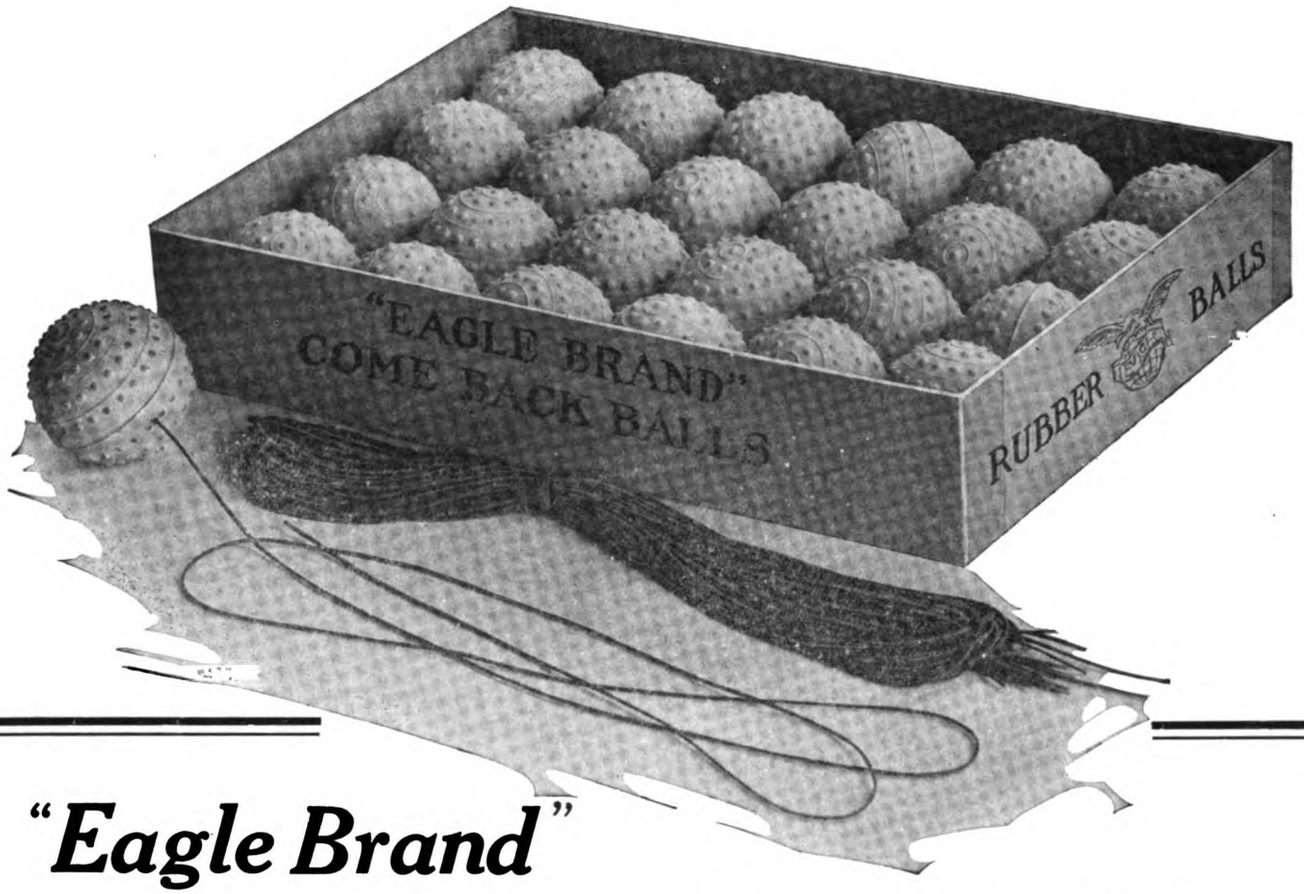
Makers of ice cream, marshmallows or icings, particularly those who recognize the value of purity and quality in their products, are invited to write for samples and quotations on the different grades.

Or, upon request, one of our representatives will call. Address Dept. 2-A

Swift & Company

Chicago

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"Eagle Brand" Come-Back Balls Will Make "Come-Back" Customers

Place one or two cartons of these new "Eagle Brand" Come-Back Balls on your counter and watch the demand grow.

"Eagle Brand" Come-Back Balls are superior in quality and perfect in shape.

Note the nifty pebbled golf ball design.

The same care in selection of material and manufacturing which have made "Eagle Brand" toy balloons the leaders in their line is observed in the manufacture of Eagle Play Balls, assuring superior resiliency and durability.

Children of all ages are fascinated by them.

Packed in convenient cartons for counter display, two dozen balls to the carton.

Be the first dealer in your district to offer this sure-fire line.

Sold only through jobbers.

The Eagle Rubber Company

The World's Largest Manufacturers of Toy Balloons

ASHLAND, OHIO

NEW YORK OFFICE 35 UNION SQUARE WEST

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GLASSINE BAGS & WRAPS

Shall we send you samples

Our bags attractively designed and printed in colors
with that rich glossy ink you hear about
Our wraps printed all over background without odor
we put the candy flavor in the ink

JOHN M DRIVER COMPANY

Printers & Manufacturers of Paper Products

N.E. Cor. 55TH & Hunter Ave., Philadelphia

Bunte ESTABLISHED 1876 CHICAGO



TOASTED COCOANUT TEA BISCUIT

"The Hotter the Weather, the Softer and Nicer They Are"

The hotter the weather, the more need for a summer confection that stands up, looks appetizing, and tempts the sweet tooth.

Bunte Toasted Cocoanut Tea Biscuits are particularly desirable as a summer seller. The absolutely pure cocoanut, toasted on both sides and the delicate flavor insure repeat sales and a remarkably rapid turn-over.

Packed in layers, in 20-lb. squat pails. Also in cartons containing tweny-four 10c packages.

Jobbers and retailers: write for samples and prices.

Established 1876.

BUNTE BROTHERS Chicago

Makers of World Famous Candies, Cough Drops and Cocoa

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Extra big—and *good*

That's why they are quick moving



Real creamy marshmallow in delicious nut chocolate



Short Nougat with plenty of almonds

5¢ bars

ACTUAL SIZE



Rich creamy marshmallow combined with milk caramel

Close's big chocolate covered bars have proved that they sell themselves.

These Bars are **right**—extra big—and good, and the price is right, 5c.

If you are buying cautiously to make sure you stock only quick-moving goods in these days, watch the sales records made by Close's Chocolate Covered Bars—five kinds, Belmont, Nougat, Caramallow, Cocoanut, and Peppermint.

Packed 24 bars in a carton. Foil wrapped or unwrapped. Write for samples and prices.

The George Close Company

CAMBRIDGE . MASS

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Dennison's



Seals and Sales

IT takes no flight of imagination to see how fine Dennison seals are related to sales. The confectionery trade knows that fine candies need fine wraps — and that the wrap is a *selling* point on first sales.

The Dennison seal gives just the right touch to the product. Dennison seals are first of all quality seals. They are capably designed and carefully manufactured. A Dennison seal is a mark of merit on any product.

Why not see actual samples of these fine seals, — the Page & Shaw seal, the Samoset seal, the Schrafft seal, etc. Just fill out the coupon today and the sample seals are yours without any obligation.

Your *special* seal is our *regular* service

Dennison Manufacturing Co.

THE TAG MAKERS

DEPT. C. J. 6, FRAMINGHAM, MASS.

Please send me samples and prices of fine seals for Confectionery ☐ I am also interested in Ice Cream Tub Tags ☐

Name.....

Address.....

CHECKERS



The Real Concession Package

The FOURTH OF JULY is CHECKERS DAY. The season is here. Every day is now a CHECKERS DAY.

CHECKERS, the red, white and blue checkerboard Package attracts the crowds by its brilliant display, making it the BEST CONCESSION PACKAGE.

Get this business NOW. Supply every Concessioner and Dealer. Prompt shipment.

Order Today

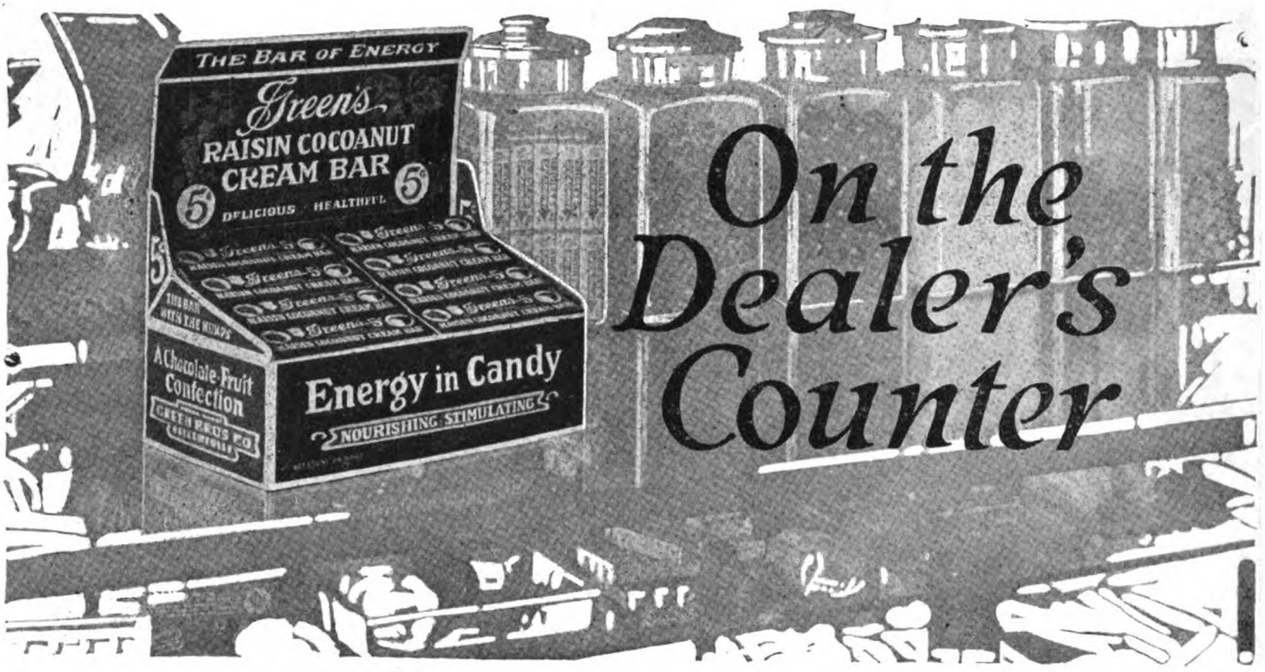


"Write it CHECKERS"

The Shotwell Mfg. Co.

CHICAGO BROOKLYN

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Where Confections always sell faster

The Brooks Display Container brings its contents into contact with the people who buy.

Its attractiveness and obvious utility win for it at once a prominent counter location.

The Brooks Display Container is a patented selling device. It is strong, steady, simple. It sets flat, while displaying its contents at the best display angle. It has large surfaces for advertising material.

Let us design a display container for your product.

BROOKS BANK NOTE CO.

Springfield, Mass.

New York **Philadelphia** **Boston**

BROOKS DISPLAY CONTAINER

Lithographed Folding Boxes—Labels—Window Display Advertising

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Stacy's

GOLD MEDAL

MARSHMALLOWS



VELVET TEXTURE
DELICIOUS FLAVOR
Guaranteed Keeping Quality



O. T. STACY CO.
ROCHESTER, N. Y.

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LIEBERS CODE

SCHALL & CO.

ESTABLISHED 1854

WHOLESALE IMPORTERS AND MANUFACTURERS OF

Confectioners' Articles, Ornaments and Materials

81 Barclay Street NEW YORK

16, 18 and 20 West Broadway



Manufacturers of

Gumpaste and Patent Composition

Cake Ornaments and Trimmings

Icing, Roses and Flowers
Gumpaste Flowers
Brides and Grooms
Gumpaste and Paper Leaves
Vases and Bouquets
Horse Shoes
Slippers
Marriage Bells
Canopy Ornaments
Lace Papers
Composition Hands
Birthday Candle Holders
Palette Knives
Sabatier's Knives
Ornamenting Tubes
Rubber Bags
Almond Paste
Ornamenting Paper



1320 9x4 In.

Importers of

Fancy Goods and Novelties

Ice Cream Specialties

Ice Cream Moulds—700 Designs
Fixtures for Moulds
Foliage for Moulds
Paper Cases
Lace Papers
French Fruits Glace
French Fruit Juices
French Fruit Pulps
French Marrons Entiers
French Marrons Debris
Imported Favors
Mignonettes
Fancy Boxes—Hand Painted
Satin Candy Boxes
Wedding Cake Boxes
Motto Papers, Verses and Cossaques
Costume Mottoes, Imported and Domestic

PAPIER MACHE IMITATIONS

Novelties Appropriate for all **Holidays**

SILK RIBBONS *and* **FANCY CORDS**

Latest Novelties for FOURTH OF JULY

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— GOOD ENOUGH — TO BEAR OUR NAME



LIKE all commodities of intrinsic value Ziegler's Original Milk Chocolate Stars bear a name of distinction. The name Ziegler appears on each star.

Our Milk Chocolate Stars have become a staple seller with the trade. Being a known quality they are enjoying a steady repeat business.

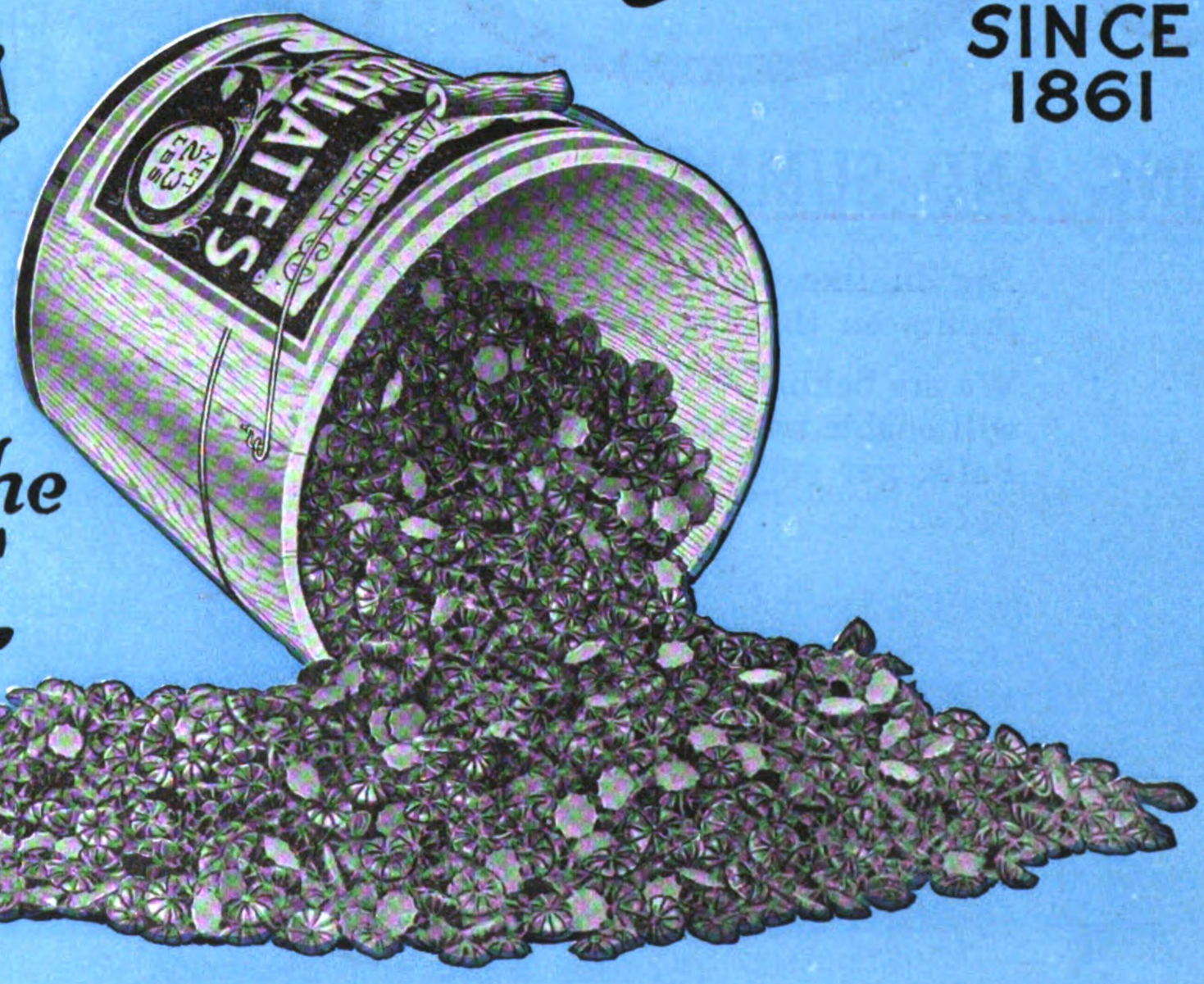
GEO. ZIEGLER CO.
MILWAUKEE, U. S. A.

Fieglers

SINCE 1861



The Sterling Mark on the GENUINE





Now the Biggest Selling Novelty in the Candy Trade

80% of all Jobbers have already repeated on CANDY KUM-BACK BALLS.

Jobbers in 40 states are now selling them. Repeating? Everywhere! By mail, telegraph and telephone.

Youngsters all over the country are going crazy over CANDY KUM-BACK BALLS. Our factory increasing production over five times.

That's the short story of this wonderful novelty.

Sells For

10c

SPRING AND SUMMER--THAT IS KUM-BACK BALL TIME

Dig in like several thousand other jobbers are doing. The profits on this big seller are looking right at you.

We are behind on orders now, but our big increase in production will enable us to catch up very shortly. If you want Kum-Back Balls, get your orders placed.

TO THE JOBBER:

CANDY KUM-BACK BALLS are packed in corrugated cartons—50 balls each. Each carton contains two fine lithographed window posters.

The Sykes and Thompson Co.

CLEVELAND, O.

SOLE MANUFACTURERS

Over 1,000,000 Candy Kum-Back Balls sold since Jan. 1922.

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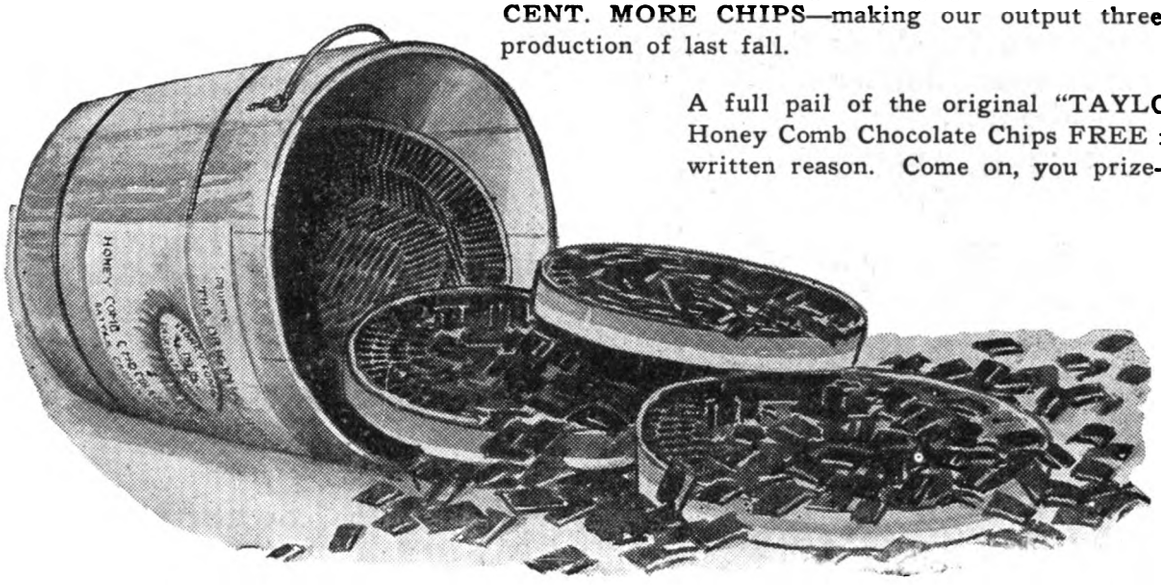
The Name on Every Chip

JANUARY last we doubled our equipment and output—reduced prices—adopted a freight allowance for customers. Since January 12th have been oversold.

THERE'S A REASON.

We are again increasing our equipment to produce 50 PER CENT. MORE CHIPS—making our output three times the production of last fall.

A full pail of the original "TAYLOR-MADE" Honey Comb Chocolate Chips FREE for the best written reason. Come on, you prize-winners.



Made at Battle Creek TAYLOR CANDY CO. *W. E. Taylor, Maker*

As always the season's most popular pieces

CANDY BOTTLES

SUN RAYS
Three for one cent

MOONSHINES
One cent each

SELL—SATISFY—REPEAT

Jumbo Wonders
Cocoanut Rolls.
Cocoanut Bon Bons

Liberty Pans
Free Lunch
Assorted Fruits

WALTER W. DE BEVOISE

163-165-167-169-171 Carlton Ave., Brooklyn, N. Y.

Manufacturer of Candies that sell.

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PINWHEELS

If you are not handling it, ask your Jobber friends about it.

Packed in the bullet box.

Penny size, 120 count, for the young people.

In 5c packages, containers of 24, for the grown-ups.

F. M. PAIST COMPANY

PHILADELPHIA, PENNA.

LOWNEY'S

5c and 10c

Cream, Solid and Nut Chocolate Bars

fill every need in any jobber's line of bar goods and are open for the general jobbing trade throughout the country.

Inquiries and Business Solicited

The Walter M. Lowney Company

427 Commercial Street

Boston - Massachusetts

The House of Penny Goods

JUNE SPECIALS

M/M Strawberries — **Jap Submarine**

M/M Peaches — **Jap Watermelon Slices**

- - FULL LINE OF - -

Hard Candy — **Pan Work**

Solid Chocolates and Chocolate Creams

Assortment of Cocoanut Pieces

Write for our new Price List

LEWIS BROS.

Lafayette and Monroe Sts. NEWARK, N. J.

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STAPLE GOODS

TRADE A.N.O.P. MARK
REG U.S. PAT. OFF.

French Mixed Creams
Union Creams
Old Fashioned Lic. Gum Drops
Chocolate Creams
Penny Choc. Candy Goods
Cream Almonds
Penny Goods Choc. Coated
Chocolate Almonds
Premium Mixed
Gum Arabic Mixtures
Marshmallows
Chocolate Marshmallows

MADE BY

HAWLEY & HOOPS

NEW YORK, N. Y.

SERVICE PRODUCTION NASHUA QUALITY

WAXED PAPER

We create the design, produce the engraving, make the waxed paper, print the design upon the paper, and the result is a NASHUA WRAPPER.

The product of experience, organization and responsibility.

ADDRESS INQUIRIES AND ORDERS TO NEAREST MILL

Nashua, New Hampshire, or Middletown, Ohio

NASHUA GUMMED & COATED PAPER CO.

Package **or Bulk**



Boston

CRYSTAL GELATINE

A necessary and satisfactory component of all high grade confectionery specialties. It insures light, fluffy marshmallows without crust. Made in the largest and best equipped gelatine plant in America. Free from injurious chemicals or other impurities. A standard product, most economical in the long run.

If you are particular—

Specify CRYSTAL GELATINE

Write us today for Samples and Prices

CRYSTAL GELATINE COMPANY

121 Beverly Street - - Boston, Mass.

New York - Philadelphia - Chicago - St. Louis - San Francisco

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"Satin Finish" HARD CANDY

IS UNQUESTIONABLY THE BEST MANUFACTURED

The Long Reputation of a Quarter of a Century is Convincing

FILLED CONFECTIONS

Containing Fruit and Nut Centers—Packed only in 5-lb. Cans

Bottled Candies

of the
Most Exclusive Line
containing—

Dainty and Attractive Hard Candies

Satin Finish

Assortment of

Penny Goods

in

HARD CANDIES — COCOANUT WORK
JELLY GOODS — GUM GOODS
PANNED GOODS — WRAPPED GOODS

MELLOMINTS—Sell EVERYWHERE EVERY TIME

BRANDLE & SMITH CO. Manufacturers of Original Specialties in Hard Candy — EIGHTH ST. NINTH ST. DAUPHIN ST. — **Philadelphia, Pa.**

MILK CHOCOLATE and MILK COATINGS

**of the highest quality
rich in flavor and having individuality
are made with**

CREMORA "A"

DRY WHOLE MILK

(Made by Roller Process which retains all the vitamines)

CREMORA "A" is widely used in the United States and Europe by manufacturers of MILK CHOCOLATE and MILK COATINGS who maintain the highest standard of quality and recognize the importance of using the best ingredients in their product.

CREMORA "A" *is easier to handle than any other dry milk. It does not cake in the barrel; gives a finer and more lasting flavor; requires less cocoa butter. Has excellent keeping qualities.*

Packed in Barrels—150 lbs. net

Sold Direct By

THE DRY MILK COMPANY

15 PARK ROW — NEW YORK

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KLEIN'S

MILK CHOCOLATE COATINGS

SHADES

DARK

MEDIUM

LIGHT

High Grade Quality at Very Low Prices

Write for samples and quotations.

The Klein Chocolate Co., Inc.

Elizabethtown, Pa., U. S. A.

We own and operate one factory only.





"Dandy-Line"

A New All-Star Assortment

Same familiar package — Same guaranteed quality — Just a different assortment for those who wish more expensive balloons.

Jobbers Exclusively

RICHARD D. BAKROW & SON

Balloons and Rubber Balls

BAKROW BLDG. LOUISVILLE, KY.

The American Chocolate Almond Co.

Green Almond Brand

TRADE MARK

JERSEY CITY-N.J.

Purest in Quality and Best in Price

WE SPECIALIZE IN THE MANUFACTURE OF

Chocolate Coated Almonds
Chocolate Coated Filberts
Chocolate Coated Peanuts
Chocolate Coated Caramels

Our facilities enable us to quote lower prices than any other house in the country.

Also

FIVE CENT CHOCOLATE PEANUT BARS — Packed 40 to a box
ONE CENT CHOCOLATE PEANUT BARS — Packed 100 to a box

These Are Excellent Eating Pieces and Big Sellers

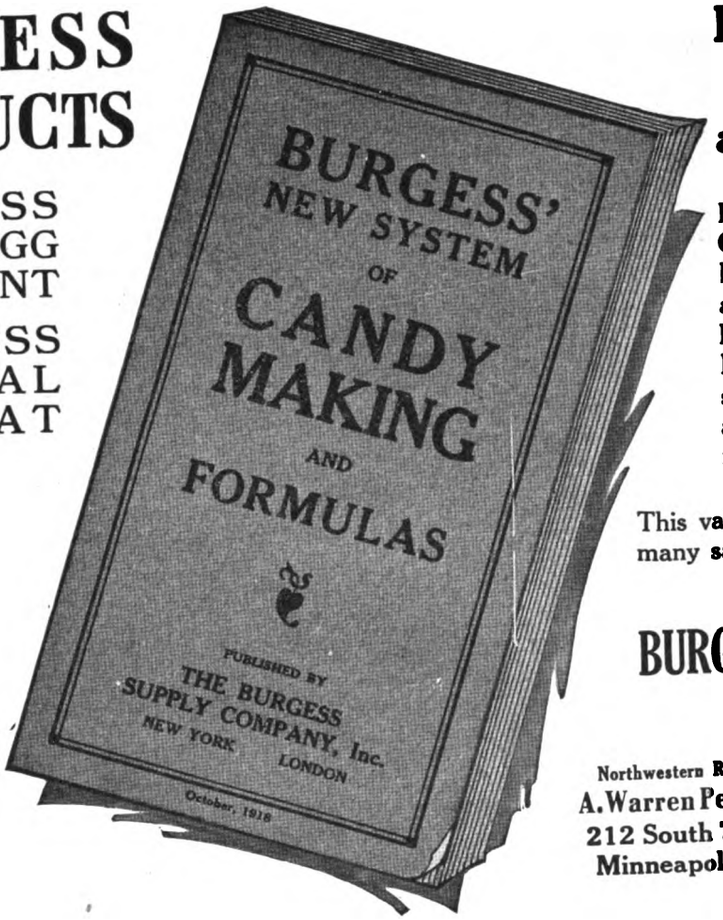
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BURGESS PRODUCTS

BURGESS CREMEGG FONDANT

BURGESS SPECIAL NOUGAT

We will gladly mail a copy of this book to any manufacturing Confectioner, free, upon request.



Burgess' New System of Candy Making and Formula Book!

BURGESS' NEW SYSTEM of CANDY MAKING and FORMULA book contains many valuable recipes and suggestions. This book is published by Burgess Practical Service Department, which will make a special effort to suggest a remedy for any trouble you may have in the manufacture of candy.

This valuable service is maintained for our many satisfied customers.

BURGESS SUPPLY CO., Inc.

NEW YORK, N. Y.

Northwestern Representative
A. Warren Peterson Co.
212 South 7th Street
Minneapolis, Minn.

Pacific Coast Representative
Marston-Greening Co.
1271 East 6th Street
Los Angeles, Cal.

READING PA H QUALITY NO

Hollis CHOCOLATES

and

Hollis Cocoa

for all purposes

We offer you the

Best Cocoa Powder

at the lowest price

Write for Terms

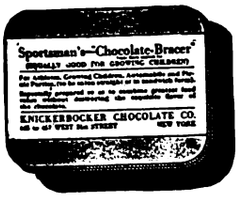
W. G. HOLLIS

Franklin and Plum Sts. Reading, Pa.

Agents Wanted in Every State

Look for this Brand and get the Best

Look for this Brand and get the Best



SPORTSMAN'S "CHOCOLATE BRACER"

REG.

If you desire a change from Mild-Sweet Milk Chocolate

TRY A

Sportsman's "Chocolate-Bracer"

"A Man's Chocolate"

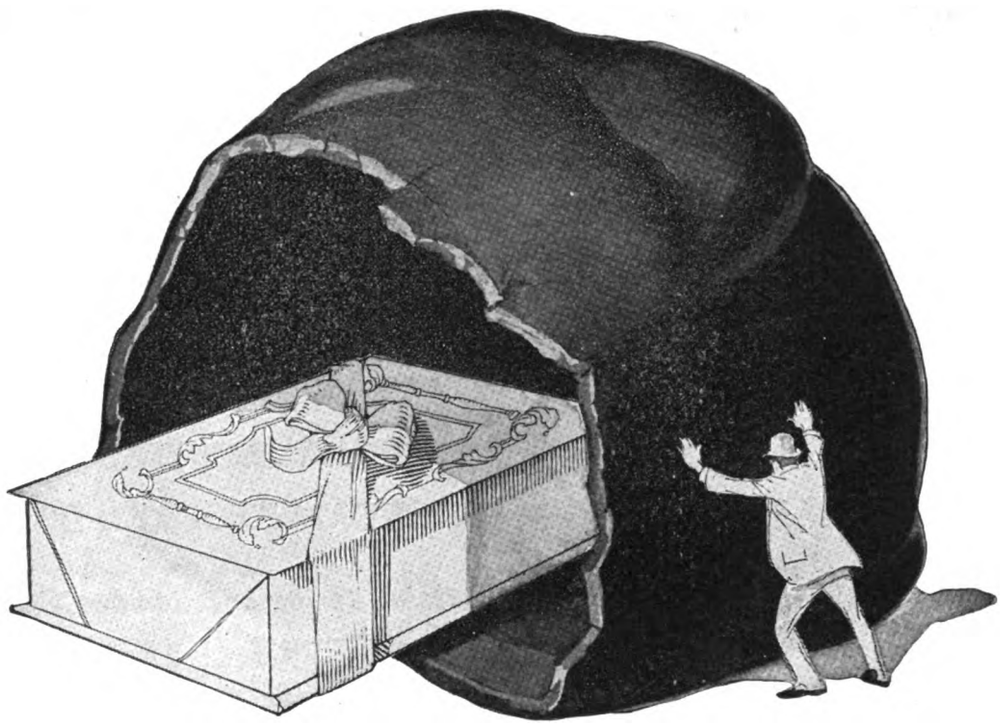
REG.

Also Mfrs. of the FAMOUS

KNICKERBOCKER CHOCOLATE CO. NEW YORK

16 to 1 PENNY STICKS

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The wall that bars competition from your line

The coating is the first thing and the last thing you taste in a candy. That's why it is so important to have your coatings of the finest.

Runkel Coatings, "with that chocolaty taste," will give your candies a taste of distinctive goodness that will make people come back again and again for more.

There is a Runkel Coating for every requirement of the candy maker.

FREE! *Runkel's Book of Chocolate Coatings*

We shall be glad to send you, without charge, our book of chocolate coatings. This is a unique book, for the contents are to be eaten, not read. It contains actual samples of various Runkel Coatings for you to test. Find out for yourself how good they are! Send for your free copy today—before the edition is all gobbled up! RUNKEL BROTHERS, INC., 451 WEST 30TH STREET, NEW YORK.

Runkel's Coatings

"with that chocolaty taste"

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The Line Without Resistance

Everybody Wants It

DIPPED COCOANUT BON BONS
5 Lb. and 30 Lb. Pails.

McGINTY'S—120 and 5 Lb.

DIXIE DAINTIES—240
2 for 1c.

BOZOS—120 and 5 Lb.

5c SNAPPY ROUNDS—24

5c GOODNUT BARS—24

DIPPED DATES
5 Lb. and 30 Lb. Pails.

SWEETHEARTS—120 and 5 Lb.

PURE COCOANUT BLOCKS—120

ORANGE JELLY BARS—120

5c FRUIT PATTIES—24

5c CREAM STUFFED DATES—24

Let us send you a Sample Case of these Wonderful Spring and Summer Specialties. Guaranteed to Sell.

HEIDELBERGER CONFECTIONERY CO.

Manufacturers of Phillymade Sweets

1610-30 N. MASCHER STREET PHILADELPHIA, PA.

GLOBE BRAND

FANCY SHELLED RICE POP CORN



ALWAYS POPS

CRISP TENDER SWEET

The Albert Dickinson Co.

Minneapolis Chicago

Select Brand Quality and Service
Before Placing Your Order on

Glassine Bags
Kraft Bags

Specialties
Tissue Paper
Waxed Paper

Get Our Quotations

SELECT PAPER CO.

219 East 23d Street
New York City

USE

Assorted Novelties

for

Penny Prizes

and Increase Your Business

RINGS

For Ring Sticks and Bouquets
Prices as Low as $1.00 per Great Gross
Write for Samples

COSMO MFG. CO., 4543-51 Fulton St., Chicago

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ATTENTION! Some Real Business-Getters!

Stuffed Dates (in 5-lb. boxes), (with walnuts, almonds or figs)
Fig Walnuts (5 lbs.)
Date Balls (120 count)
Fig Balls (120 count)
Chocolate Covered Fig Balls (24 count)

EXCELLENCY REPCO BRAND RELIABILITY PURITY Trade Mark

Chocolate Coated Penny Dates (120 count)
Chocolate Coated Stuffed Dates (5 lb.)
Chocolate Coated Plain Dates (5 lb.)
Chocolate Coated Half Figs (120 count)
Chocolate Coated Whole Figs (5 lb.)
Chocolate Coated Fig Walnuts (5 lbs.)
Chocolate Covered Date Balls (24 count)

Our new plant is going at full speed. We manufacture Date and Fig Specialties only—therefore we are enabled to quote low prices.

A Good Suggestion---Chocolate Covered Penny Dates (120 count)

THE BIGGEST VALUE AND TREAT FOR THE KIDDIES. WRITE FOR A SAMPLE ORDER.

We Solicit Your Patronage. May We Have the Pleasure of Serving You?

REVERE PRESERVING CO., Inc.

BEST IN QUALITY
LOWEST IN PRICE

DATE and FIG SPECIALTIES
20 FULTON PLACE
BOSTON 16, MASS.

QUOTATIONS TO
WHOLESALERS & JOBBERS

Peerless
Marshmallow Sheet

"The Candy Maker's Friend"

Used Extensively by
High-Grade Candy Makers

Gimbal's

The only marshmallow sheet that will produce a perfect product

ACTIVE JOBBERS WANTED

GIMBAL BROTHERS
MANUFACTURERS
First and Folsom Streets SAN FRANCISCO

Gold Embossed Confectioners Stock and Net Weight Seals

Packed 1000 of one kind to package.

MILK CHOCOLATES

Actual Size 75 Kinds

NET WEIGHT 3 LB.

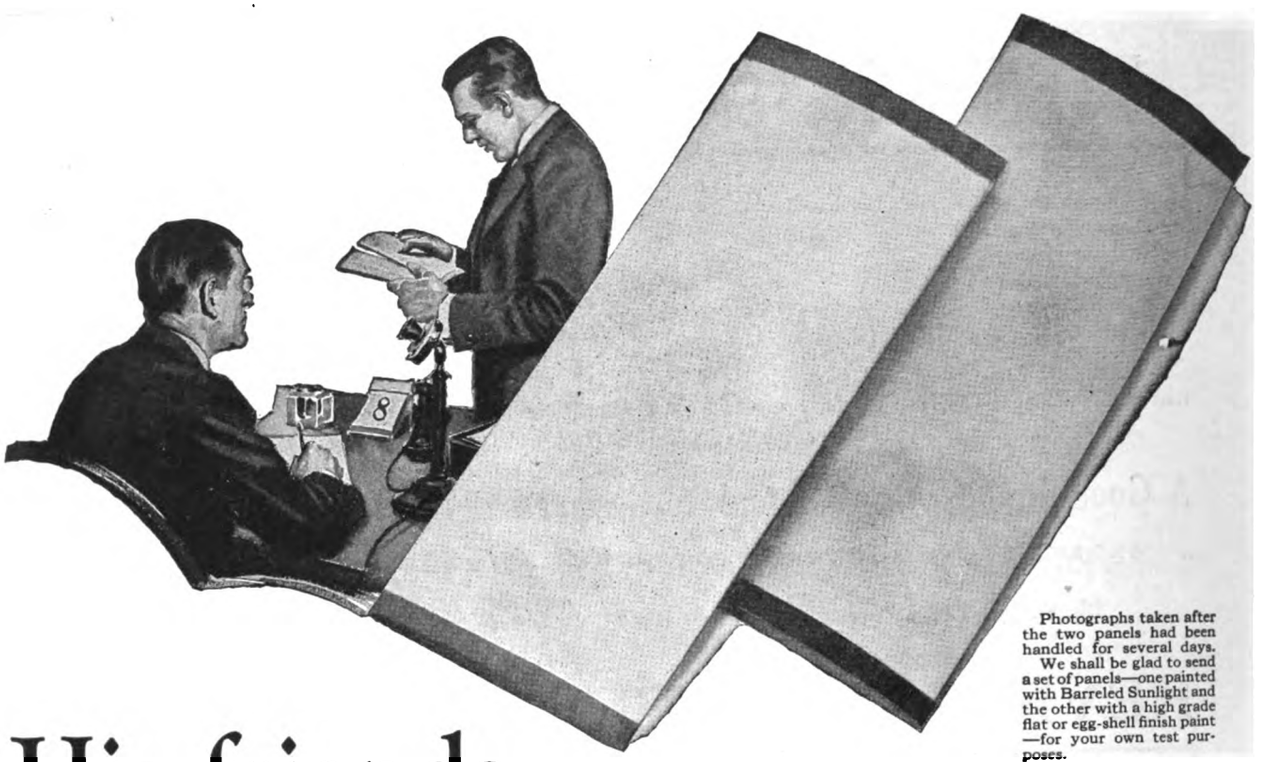
Assorted	1 oz.	4¼ oz.	8 oz.
Assorted Fruits and Nuts	1¼ oz.	4½ oz.	8¼ oz.
Assorted Chocolates	1½ oz.	4¾ oz.	8½ oz.
Bitter Sweets	1¾ oz.	5 oz.	8¾ oz.
Bon Bons	2 oz.	5¼ oz.	9 oz.
Chocolates	2¼ oz.	5½ oz.	9¼ oz.
Caramels	2½ oz.	5¾ oz.	9¾ oz.
Fudge	2¾ oz.	6 oz.	10 oz.
	3 oz.	6¼ oz.	11 oz.
Chocolate Covered Cherries	3¼ oz.	6½ oz.	12 oz.
Chocolates and Bon Bons	3½ oz.	7 oz.	13 oz.
Chocolates with Fruit	3¾ oz.	7¼ oz.	14 oz.
Milk Chocolates	4 oz.	7½ oz.	15 oz.
	1 lb.	2	lbs. 8 oz.
Dipped Nut Meats	1 lb. 2 oz.	2	lbs. 12 oz.
Hard Centers	1 lb. 3 oz.	3	lbs.
Special Assortment	1 lb. 4 oz.	3	lbs. 8 oz.
Fruit Cordial	1 lb. 6 oz.	4	lbs.
	1 lb. 8 oz.	4¼	lbs.
Whipped Cream Cherries	1 lb. 12 oz.	4	lbs. 8 oz.
Chocolate Almonds	2 lbs.	4¼	lbs.
PRICE $1.00 PER M.	2 lbs. 4 oz.	5	lbs.
5M OR OVER 75c PER M.	Price in any Quantity, 50c per M.		

Write for samples and prices of specially designed seals.

MILWAUKEE LABEL & SEAL CO.
SUPERIOR — SEAL — SERVICE
161-171 MICHIGAN ST., MILWAUKEE, WIS.

Exclusive Manufacturers of Julian "Goldcraft" Seals.

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Photographs taken after the two panels had been handled for several days.

We shall be glad to send a set of panels—one painted with Barreled Sunlight and the other with a high grade flat or egg-shell finish paint—for your own test purposes.

His friends made this test for him

It showed why he had to repaint the walls of his confectionery plant so often

HE was about to repaint his plant. On his desk were two wooden panels—one painted with flat finish white paint, the other with Barreled Sunlight.

His friends picked them up and inspected them.

At the end of several days their fingermarks had covered the flat finish paint with dirt. The panel painted with Barreled Sunlight remained clean white.

This test shows why interiors coated with flat or egg-shell finish paint require frequent repainting.

The surface of such paints is not smooth but actually rough and porous—full of tiny microscopic holes which collect dust and dirt. Walls coated with these paints can never be thoroughly cleaned. Water simply smudges much of the dirt still deeper into these pores.

Barreled Sunlight—the Rice Process White—is a pure white, lustrous oil paint. Its smooth, unbroken surface is highly resistant to all forms of dust and dirt. Even when soiled after years of service it can be washed clean like tile.

Made by our exclusive process, Barreled Sunlight is guaranteed to remain white longer than any gloss paint or enamel, domestic or foreign, applied at the same time under the same conditions.

Flows easily from the brush. Will not clog a spray as it contains no varnish. Sold in barrels and in cans. When painting over an unpainted surface use Barreled Sunlight Undercoat.

Send for the two panels and make the test for Barreled Sunlight yourself. It will repay your trouble.

U. S. GUTTA PERCHA PAINT CO.

Factory and main offices

18 DUDLEY ST. PROVIDENCE, R. I.

New York—350 Madison Ave.
Chicago—417 South Dearborn St.
San Francisco—38 O'Farrell St.

Barreled Sunlight



THE RICE PROCESS WHITE

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CANDY BOX MATS, LACES,
LAYER CARDS, DIVIDERS, ETC.

American Bon Bon Cups

The Inevitable Choice

Once tried always used

AMERICAN LACE PAPER CO.

LARGEST PRODUCERS OF CANDY CUPS IN AMERICA

MILWAUKEE, WIS.
CHICAGO – NEW YORK
PHILADELPHIA – BOSTON

Lyons' California Glace Fruit Co.

Manufacturers of

California Glace and Crystallized Fruits

Highest grade Merchandise, always fresh, made from the choicest selected California Fruits. Prepared under strictly sanitary conditions.

To supply the demand for our product during the coming season we have again enlarged our plant and will again considerably increase our output. Our goods are giving general satisfaction and wherever once introduced are leading all other makes in sales. We don't ask a customer to load up on stock, we carry the Fruits in syrup and only pack them on orders, consequently no need to take stale or dried-out stuff.

WE SPECIALIZE ON:

Assorted California Glace Fruits
in handsomely decorated wood boxes, 1, 2, 3 or 5 lb. net weight; no need to repack.

California Golden Glace Apricots
solid pack, 6 or 8 lb. boxes, better goods than the French for less money.

California Glace Stuffed Prunes
with all the flavor of the choice Santa Clara Valley Prunes, in 1 and ½ lb. tins.

California Crystallized Strawberries
finer than the imported, in 1 lb. and 10 oz. fancy cartons

Write for Samples and Prices

535-551 Folsom Street, San Francisco, Cal.

Supreme Brand

Caramel Creams
Nougat Creams
Velvet Fondant Cream

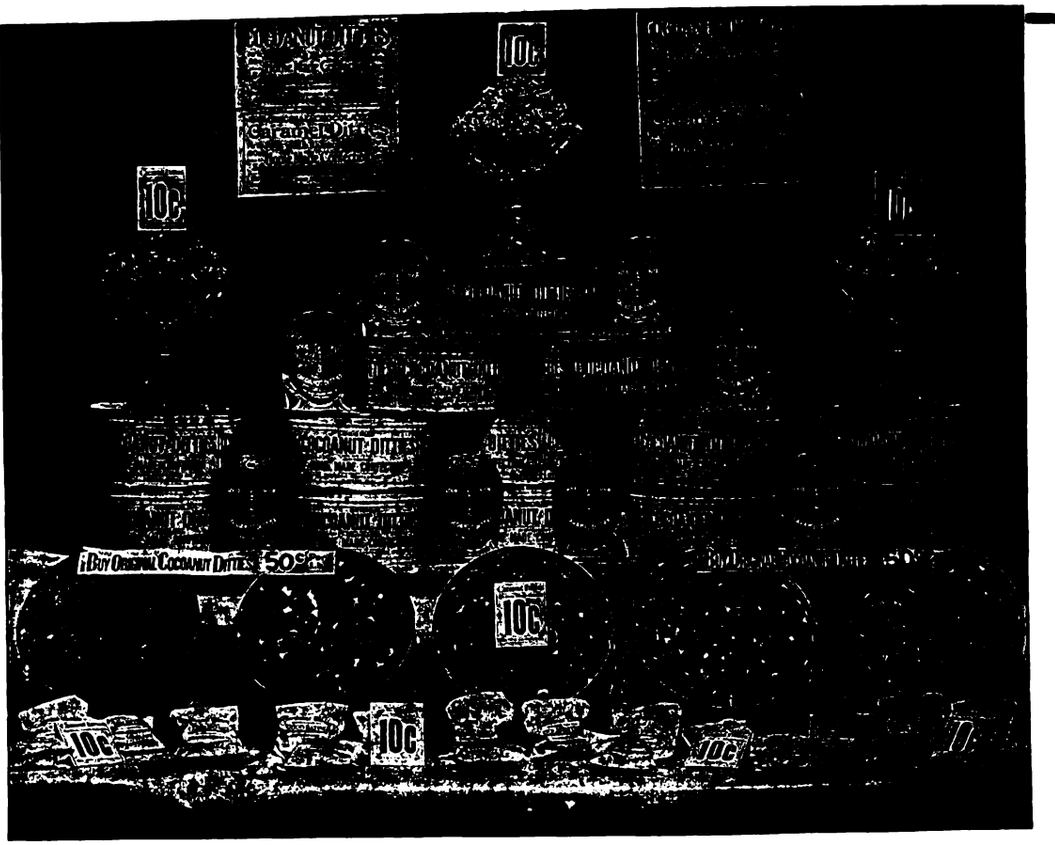
Have improved the Quality of Candy wherever used.

INSIST ON SUPREME BRAND.
ASK YOUR JOBBER OR WRITE
US DIRECT FOR SERVICE

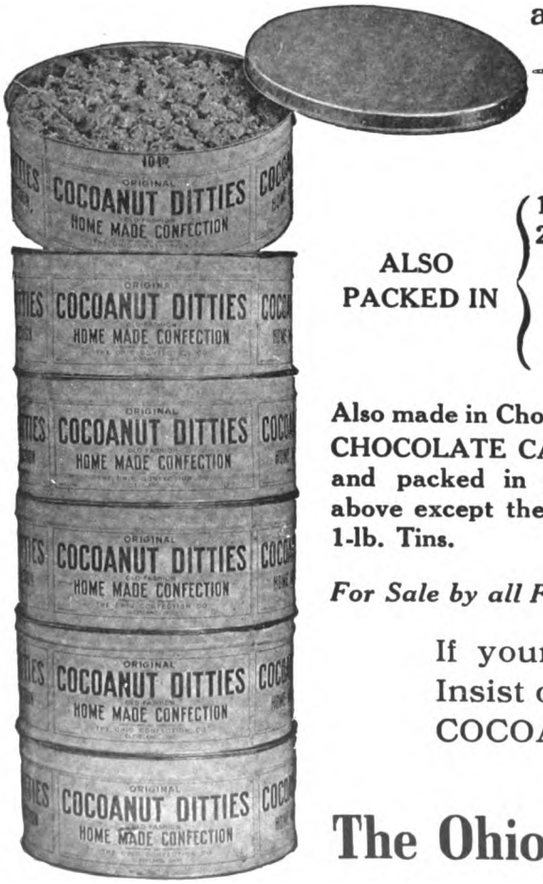
Confectioners' Cream Products Co.
ENGLEWOOD, N. J.

JAMES A. GREAVES
Selling Agent
6 Harrison St., New York

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One Thousand Pounds a Week was the rate at which Cocoanut Ditties sold in one store with this Window Display. Cocoanut Ditties will make money for you too, because they please the consumer. Cocoanut Ditties are guaranteed to keep well in all climates and sell well in summer as well as in winter.



This cut shows our 10-lb. Tin. Six 10-lb. Tins to Crate.

ALSO PACKED IN
- 15-lb. Wood Cases
- 20-lb. Wood Pails
- 5-lb. Paper Boxes
- 1-lb. Fancy Boxes
- 1-lb. Litho. Tins
- 15c Packages

Also made in Chocolate Flavor called CHOCOLATE CARAMEL DITTIES and packed in packages as per above except the 15c packages and 1-lb. Tins.



This cut shows our 25-lb. tin, one tin per crate

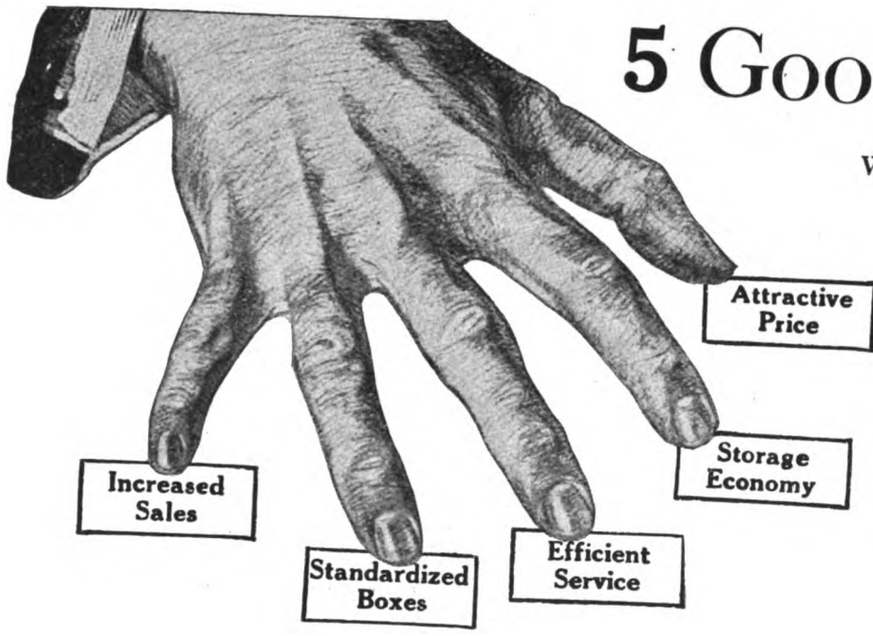
For Sale by all First Class Jobbers

If your Jobber cannot supply you, advise us. Insist on the Original and beware of Imitation. COCOANUT DITTIES always repeat.

Manufactured by

The Ohio Confection Co., Cleveland, O., U.S.A.

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5 Good Reasons

why you should consider

LIEBSWRAPS

The Highest Development in a Candy Wrapper

THESE reasons alone should warrant your consideration.

The general use of outside candy box wrappers has proven their adaptability. We welcome an opportunity to tell you more about LIEBSWRAPS.

THE CANDY WRAPPER HOUSE
TRADE MARK REG. U. S. PAT. OFF.

LIEBS RIBBONS—Ask for Samples
With bows—Ready to fasten—Made of paper

L. A. Liebs Company

INCORPORATED

312-316 E. 23rd St., New York 9 Clinton St., Newark, N. J.

Candies for Kiddies

The ***Ever Welcome*** Kinds. Made by the ***Folks*** who ***Know*** how to make them ***Best.***

Rochester Marshmallow Co.
Rochester, N. Y.
REGAL and **SUPERFINE** Marshmallows

ROYAL Marshmallows



THE HIGHEST ATTAINMENT in Marshmallow making. Distinctly superior in texture, flavor, package and keeping quality.

Well advertised in popular magazines. Quick sellers. 1 lb. and ½ lb. boxes. 5 lb. cartons.

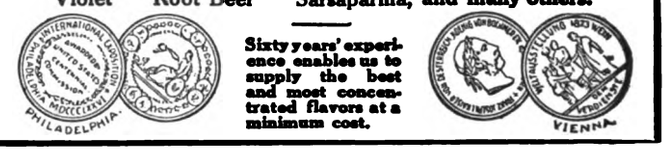
Rochester Candy Works, Rochester, N.Y.

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J. E. McGOLRICK, Inc.
BROKER IN
COCOA-BEANS COCOA-BUTTER
75 FRONT STREET NEW YORK CITY

FOIL
Plain, Embossed and Mounted
FOIL of QUALITY
STANDARD ROLLING MILLS, INC.
363 Hudson Ave., Brooklyn, N. Y.



Established 1855
FRIES & BRO., 92 Reade Street, New York
Manufacturers and Distributors of
THE STANDARD FLAVORS FOR **Quality, Strength, Uniformity**
Peach Grape Strawberry Apricot Maple
Raspberry Pineapple Cherry Honey Banana
Violet Root Beer Sarsaparilla, and many others.
Sixty years' experience enables us to supply the best and most concentrated flavors at a minimum cost.


VON DANNENBERG & PICK
82-92 Beaver Street } New York City
129 Pearl Street }
BROKERS IN
All Grades of Cocoa Beans
Cocoa Butter and Cocoa Products

Chocolate Coatings
Chocolate Liquors
Cocoa Powder
Cocoa Butter

To try Hooton Products and Hooton Service is to Become a Regular User of Both

Have we heard from you lately ?

HOOTON COCOA CO. **HOOTON CHOCOLATE CO.**
NEWARK, NEW JERSEY

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Only Whitney Makes



The $ Sign in Bu$ine$$

Big corporations spend money to make money.

A western railroad spent millions tunneling through a mountain to save twenty-five miles of distance and avoid a 10% grade. The saving in time and fuel paid dividends on the investment.

A big cotton mill junked several hundred looms to install a new type of loom that would weave four or five yards more each per day. And it paid dividends.

A long list of manufacturers, both large and small, spend money in advertising to make money by increasing sales.

Spending money in the right way makes money.

For several months Whitney & Co. has pointed out to you how spending a little more money for Climax Folding, Candy Boxes will make money for you by increasing your candy sales.

Usually it is the little details that influence customers. A cheap, filmy, poorly constructed container can cost you enough $ $ $ in trade to make the cheap box an expensive purchase.

Climax Folding, Candy Boxes will never be made cheaply. They will always be worthy of carrying your confectionery into your customers' homes and command the respect of the people who buy from you.

Don't forget that the public accepts you at your own valuation. How much is it worth to you to have your customers classify you as THE store to visit for candy?

Whitney & Company
Builders of Boxes that Pay you a Profit.

LEOMINSTER, MASS.

CLIMAX DE LUXE ***CLIMAX A*** ***CLIMAX B***

Write our Service Department
for a set of window display cards.

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Manufacturers of Specialties in Paper for Confectioners

Hollis & Duncan;

724-732 W. Lake Street
CHICAGO, ILL.

Chocolate Dividers
Layer Boards
Pail Liners
Circles of All Sizes
Glassine Nut Bags
White Bond-Paper Bags

We make a heavy folding Candy Box from white board, coated both sides. Reasonable in price and very satisfactory to users.



Write for Samples and Prices

Pail Fillers
Box Liners
Dipping Papers
Bon Bon Cups
Pail Laces
Transparent Bags
Tissue Excelsior

STANDARD SIZES AND THICKNESSES READY FOR SHIPMENT

SPECIAL SIZES MADE TO ORDER

EST. 1862 INC. 1902

Daniel S. Dengler & Son, Inc.

Manufacturers of Collins' Ice Cream Powder and Vanilla Sugar

Importers and Wholesale Dealers in

Shelled Nuts and Confectioners' Supplies

Highest Grades Best Qualities

CORN SYRUP

ALMONDS **COCOANUTS** **PEANUTS**
CHOCOLATES **FLAVORS** **GLACED FRUITS, Etc.**

Full Line Fruit Juices, Crushed Fruits, Syrups, Etc., for the Soda Fountain. Write for Prices

102 Chestnut Street **PHILADELPHIA, PA.**

INSIST ON ORIGINAL

Michelbach's



Exact size—Weight, 3 oz.

Packed full of Fruits and Nuts

Fruit and Nut Loaf

This specialty is a winner and a big repeater. It is packed full of the finest varieties of fruits and nuts, together with the finest grade of cream and coated with chocolate.



Made of Cherries, Pineapple, Black Walnuts and Cream, Coated with Chocolate and wrapped in tin foil.

Write for Samples

E. MICHELBACH & SONS, Philadelphia, Pa.

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PURE VANILLA EXTRACT

ATLANTIC IMPORTING CO.
617-623 Eleventh Avenue, New York

FAVORS AND NOVELTIES FOR THE SPRING TRADE

A vast collection gathered from all over the world. Lowest prices and immediate delivery.

Sand Toys. Floating Sets. Miniature Boats.
Snapping Mottoes in enormous variety.
Birthday Cake Candle Holders. Jack Horner Pies.
Dressed China Kewpie Dolls. New designs. $4.50 per dozen.
Dressed Miniature Celluloid Dolls, 50 different styles, Brides, Grooms and other splendid varieties. $1.50 per dozen.

Catalog Free on Request

B. SHACKMAN & CO.

906-908 BROADWAY (at 20th Street) NEW YORK CITY

DELFT

THE WORLD'S BEST FOOD GELATINE

HAROLD A. SINCLAIR, 160 Broadway, NEW YORK

DISTRIBUTORS:

W. G. AHERN
40 Court St., Boston, Mass.
H. A. JOHNSON CO.
221 State St., Boston, Mass.
C. E. RIDDLE
Emerson Tower, Baltimore, Md.
CHICAGO BRANCH
FRANK Z. WOODS, Manager
180 N. Market St.
BLANKE MFG. & SUPPLY CO.
214 Washington St., St. Louis, Mo.
NOYES BROS. & CUTLER
Park Square, St. Paul, Minn.
LEE-GREEFKENS CO.
570 Folsom St., San Francisco, Cal.
CALIFORNIA FOOD PRODUCTS CO.
944 E. Second St., Los Angeles, Cal.
W. P. DOWNEY
88 Grey Nun St., Montreal, Can.

STOCKS EVERYWHERE

"Price is a relative term—Quality always a concrete fact."

A NEW PRICE BUYING BASIS

Among the new standards set by DELFT—aside from Purity and Freedom from Bacteria—is **UNIFORMITY.**

With **100 PER CENT.** Uniformity, the Buyer has a **GUARANTEE** against loss and worry. Having this, we can figure the actual usage necessary and, at the price for a grade, give the actual cost per unit Batch. **This proves that the highest grades are the CHEAPEST.**

Buyers should forget the first cost and buy the grade, which, at amount used, figures the **CHEAPEST.**

We have scores of the wisest buyers now buying on this new price basis. It's a **REVELATION** to buyers—and it saves money for them.

For Marshmallows DELFT is Supreme.

Member
N. C. A.

Harold A. Sinclair

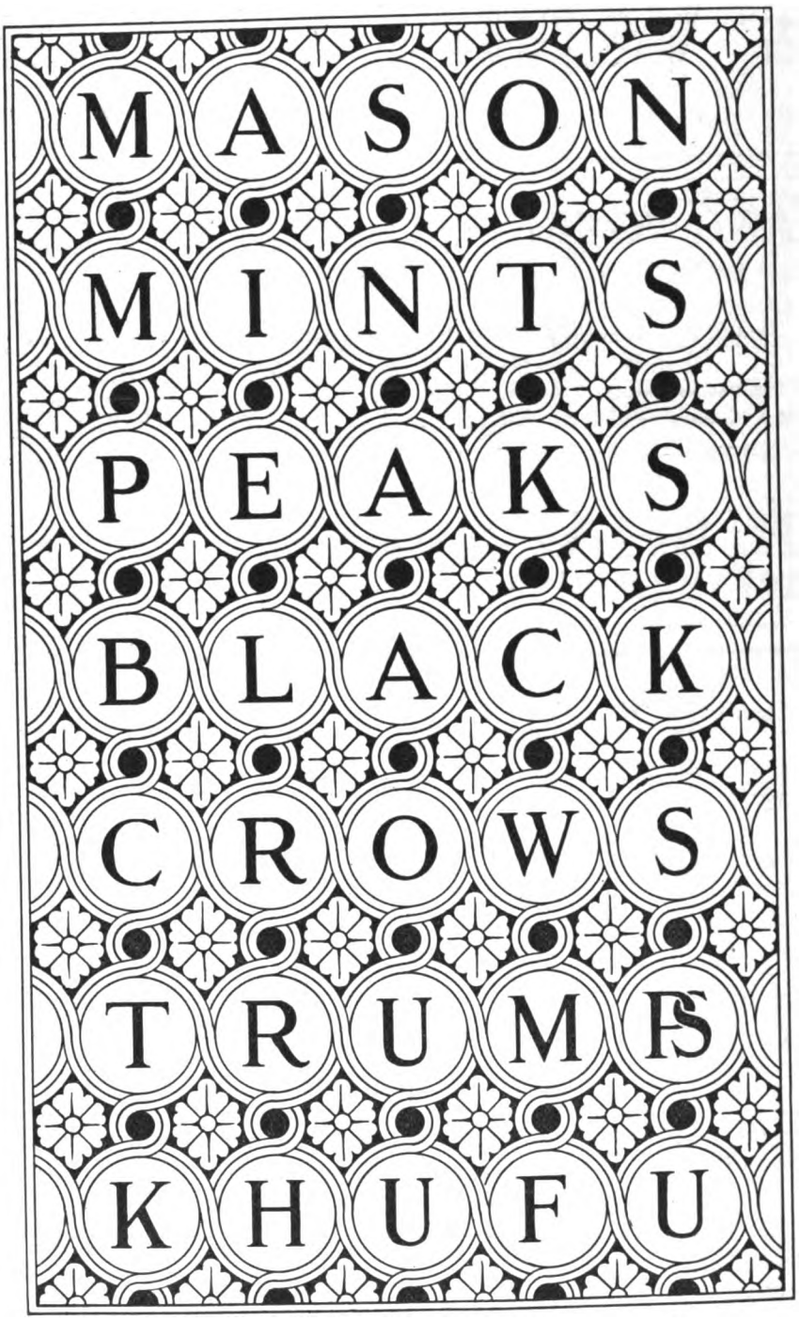
"BABE" RUTH---PENNY PRIZE BOX

CANDY AND A TOY IN EACH BOX.
A baseball autographed by "Babe" Ruth given free for the pictures on box.
SAMPLES AND PRICES ON REQUEST.

SCHAPIRA BROS., Inc., 598 E. 135th Street, NEW YORK

All Our Packages Comply With Anti-Lottery Law—Opened and Examined Before Purchasing.

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Send for a Supply of Convenient Order Post Cards

All Stamped and Addressed—Ready for Mailing

MASON, AU & MAGENHEIMER CONF M'F'G CO.

22-28 HENRY STREET, BROOKLYN, N. Y.

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Our New Refinery at Baltimore

The opening and operation of one of the world's most modern sugar refineries at Baltimore, enables us to offer our customers an even broader and more prompt service than ever before on all our fifty grades and varieties of cane sugars.

American Sugar Refining Company

The Most Complete Line of Sugar in the World

ANOTHER METRO HIT!

5 CENT ROUND PURE POPS 24 IN A BOX

Ten pleasing flavors. Packed assorted or straight. Beautiful mahogany stands and novelty display pops furnished to dealers.

THE METRO CHOCOLATE CO., Inc.

122-124 WASHINGTON AVE. BROOKLYN, N. Y.

MAKERS OF THE FAMOUS

CHESTERFIELD CARAMELS

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CHOCOLATE **KREAM KRIMPS**

A FAST SELLING **5c** BAR



Delicious Cocoanut Cream Coated with Nut Chocolate.

Send For Samples and Prices

Krick and Cassidy

CANDY MANUFACTURERS

2501 Industrial Avenue **ALTOONA, PA.**

BLOME'S GILT EDGE CONFECTIONERY.

Reg. U. S. Pat. Off.

Sold to Jobbers only.

We Manufacture:

STICK CANDY	MARSHMALLOW GOODS	PENNY GOODS
LOZENGES	ACIDULATED GOODS	PAIL SPECIALTIES
PAN WORK	HIGH GRADE CHOCOLATES	JAP SPECIALTIES
A. B. GUM WORK	FINE HAND MADE BONBONS	PACKAGE GOODS
CREAM BONBONS	MACHINE DIPPED CHOC'S.	FRENCH MIXTURES.

THE GEO. BLOME & SON CO. **BALTIMORE, MD.**

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GOOD SINCE 1870

5c

WALLACE

GUMMIES

MEET A POPULAR DEMAND

Real old-fashioned Wallace quality Gum Drops in a summer-selling 5c package.

Ask your jobber for GUMMIES, or write for full information.

Wallace & Co.

BROOKLYN, N. Y.

Package Goods ***Bulk Chocolates*** ***Bulk Specialties***



Wilbur's Exhibit on Garden Pier.

Wilbur's Welcome to Atlantic City

While on your vacation this year at Atlantic City do not fail to visit

WILBUR'S EXHIBIT

on the Garden Pier.

A complete exhibit of cocoa and chocolate is on display daily throughout the year.

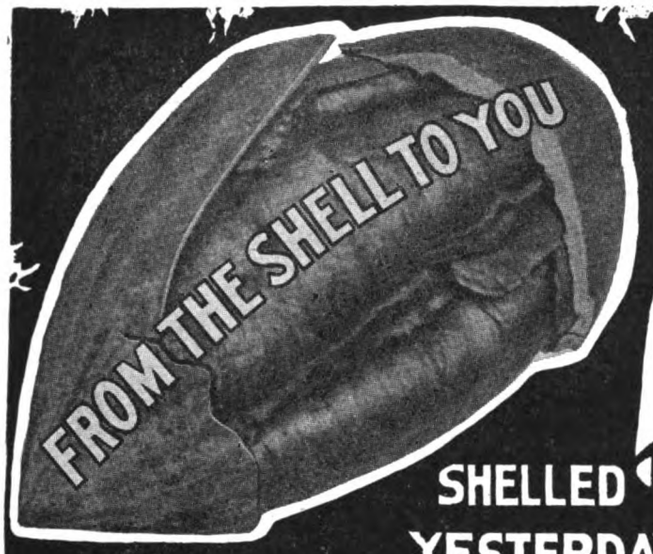
Make this exhibit your headquarters.

H. O. WILBUR & SONS, Inc.

PHILADELPHIA, PA.

Makers of Prize Medal and other celebrated chocolate coatings and liquors.

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50¢ PECAN HALVES

SHELLED YESTERDAY PER LB.

F.O.B. YOUR DOOR

By C.O.D. Parcel Post

AN INTRODUCTORY OFFER

For some time past all our product went to Brokers, Jobbers, Speculators. Now you can buy direct any quantity from five to fifty pounds at a price lower than the jobber pays for barrel lots. The nuts reach you ten days to ten months fresher than if your supply comes through the old channels—broker to jobber—jobber to you.

HELP US WE'LL HELP YOU

NEW CROP PECANS

All pecans shelled now are from selected stock, gathered early last fall, scientifically sealed and stored to retain perfect color and flavor. We fill orders nightly from stock shelled that day, thus avoiding all ill effects of cold storage.

NOTICE

Send your order—whether for 5 pounds or 50 pounds—it will receive our prompt attention. You as a merchant will understand why we must ship all orders C. O. D., thus eliminating all bookkeeping, correspondence, account carrying. Think 58c delivers unless west of Rocky Mountains.

SOUTHERN EDIBLE NUT CO.

Shellers

Memphis, Tennessee

Black Walnuts—Pecans—Brazils

Southern Edible Nut Co.
Memphis, Tenn.

You may send by parcel post C. O. D..... pounds pecan halves, to be delivered to me for 58c per pound—no extras unless west of the Rocky Mountains.

It is understood that if these pecans are not superior in quality to any on the market they shall be returned to you C. O. D., you paying all costs both ways.

Name .....

Street and No.....

City.....

No order filled for more than 50 pounds nor less than 5 pounds.

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C. H. JONES COMPANY

276 West Broadway, New York City

OFFERS

16. DIPPING ALMONDS, 28 lbs. to case, $10.36....Per lb. 37c
17. JORDAN STYLE ALMONDS, 28 lbs. to case, $13.24.....Per lb. 48c
18. LARGE SALTING ALMONDS, 220 lbs. to bag, $92.40.....Per lb. 42c
19. FOUR CROWN VALENCIA ALMONDS, 28 lbs. to case, $12.32.....Per lb. 44c
20. MARCONA ALMONDS, 28 lbs. to box, $11.76.....Per lb. 42c
32. BORDEAUX STYLE WALNUT HALVES, 55 lbs. to box, $11.76.....Per lb. 42c
33. BORDEAUX STYLE WALNUT PIECES, fine quality, 55 lbs. to case, $26.40.....Per lb. 48c
34. MEDIUM SELECTED PECAN HALVES, 50 lbs. to case, $20.35.....Per lb. 37c
50. NO. 2 SPANISH PEANUTS, 120 lbs. to bag, $34.00.....Per lb. 68c
61. CEYLON MACAROON and MEDIUM SHRED COCOANUT, 130 lbs. to bag, $6.30.Per lb. 5¼c
62. CEYLON THREAD COCOANUT, 120 lbs. to case, $14.30.....Per lb. 11c
72. GLACE PINEAPPLE FINGERS, 6 lbs. to case, $16.80.....Per lb. 14c
73. LONG NAPLE FILBERTS, 112 lbs. to case, $2.88.....Per lb. 48c
102. 1921 CROP SAIR DATES, 70 lbs. to bag, $26.88.Per lb. 24c
104. 1921 CROP HALLOWEE DATES, 70 lbs. to case, $4.20...Per lb. 6c
151. COCOA POWDER, 224 lbs. to case, $5.25.....Per lb. 7½c
200. STRAWBERRIES, cold process, two parts fruit, one part sugar, 450 lbs. to case, $4.48.....Per lb. 2c
210. HARVARD GRAPE JUICE, to barrel, $36.00.....Per lb. 8c
quarts, regularly $7.00.....Per Case $5.00

Subject to Prior Sales ***Shippers Weights***

Terms: Net Cash, F. O. B. New York.

Less than 100 lbs. Via Express

Check must accompany order where credit has not already been arranged.

KEYSTONE BRAND CHERRIES

Opening Prices

Now Ready

Opening prices are ready. Contracts should be made at once and orders placed for immediate and future deliveries. Protect yourself. Take advantage of the prices we are now quoting on

Dipping Cherries

Glace Fruits

Contracts made now will insure deliveries during the season 1922-23 and protect you against advances or decline.



All fruit guaranteed to be of choicest quality — processed to cordialize just right. Prepared to prevent leaking, swelling or running.

ORDER NOW

YOU'LL PROFIT BY IT!

Dept. C-1

Keystone Fruit Products Co.

Cincinnati, Ohio.

Something New Under the Sun

HAV-A-DRINK

Milk Chocolate Coated Marshmallow Bar—It's a Mystery

Send for particulars on the fastest selling 5c Bar on the market

An Advance Brand Product

Makers of Celebrated

Advance Brand Wild Cherry Drop Packages

Advance Candy Mfg. Corp.

511 to 519 East 72nd St. NEW YORK

SOMETHING NEW RICE CONFECTION



Send for Sample and Price List.

MIKADO CANDY CO., Inc.

WEST NEW YORK, N. J.

Manufacturers of Japanese Fruit Candies.

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STERLING 1c CIGARS

One of Our Whirlwind Selling Products



Made of Pure Chocolate — Very Attractively Packed in Pouches

120 CIGARS TO THE BOX---48 BOXES TO THE CASE

A Few of Our Other Fast Repeaters Are:

1c Milk Chocolate Zoos
1c Milk Chocolate Bars
1c Peanut Cluster Bars
5c Stimulators
5c Muffins (Foil Wrapped Milk Chocolate Sucker)

Samples and Prices Cheerfully Sent

STERLING CHOCOLATE CO., Inc.
44 South 9th Street, Brooklyn, N. Y.

Headquarters for SUMMER GOODS THE FAST SELLERS

A Few Items Well Known to All Jobbers

1c KORKERS SUCKERS (Wrapped)
1c DARLING SUCKERS (Wrapped)
1c WALDORF SUCKERS (Choc. Covered)
1c HANDS SUCKERS
5c "SMACKS" SUCKERS (Wrapped)
1c M. M. CORN
1c M. M. BANANAS
1c M. M. PERCH
1c M. M. PEARS
1c M. M. PEACHES

3 FOR 1c LIBERTY BELLS (CORDIALS)

Complete and Attractive Line of Hard Candy
AND MANY OTHER POPULAR SPECIALTIES

Have You Heard of Our Deal on Korker and Darling Suckers?
If Not—Write for Circular.

Prices and Samples CHEERFULLY Sent

ELBEE CHOCOLATE CO., Inc.
32-44 South 9th St., Brooklyn, N. Y.

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EXTRA!

AUERBACH CHOCOLATE BARS NOW BEING MADE EXTRA LARGE. ON SALE TODAY!

EXTRA LARGE, extra good! A dime's worth for a nickel! Big and fine as they were, we've made these famous AUERBACH Chocolate Bars bigger and finer. Yet they cost no more. Take a hint: stop at any candy place and try one of the many popular AUERBACH varieties.

They're crowded to the wrapper with wholesome chocolate, enclosing a tempting filling that makes every bite encourage another. And there are *more* bites now! Sold everywhere.

bigger— and better than ever!

AUERBACH
CHOCOLATE BARS

D. AUERBACH & SONS - *Chocolate Headquarters* - New York, U.S.A.



MR. RETAILER: The following wholesale distributors can supply you with the bigger and better AUERBACH Bars.

bigger bars!
bigger demand!
bigger sales!

Step behind the scenes and read this striking newspaper ad—No. 1 of a series we are ready to run immediately in every city or town where the trade will co-operate to supply the demand which this big news will awaken.

AUERBACH Chocolate Bars need no introduction. They were very popular even before we made them "Bigger and Better Than Ever." Now they are the biggest nickel's worth on the market. Will their sales jump sky high? You answer!

Wholesalers, write "Chocolate Headquarters" at once for our distinctive plan to make this campaign help *you*. Retailers, get in touch with your jobber today!

D. AUERBACH & SONS
Chocolate Headquarters
11th Ave., 46th to 47th Sts.
New York U. S. A.

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The John Mueller
Wholesome LICORICE Specialties
Company

This Is the Month

1922			JUNE			1922
Sun	Mon	Tues	Wed	Th	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

And Mueller's Is the Name

VACATION is coming! It's "Good-bye, school," and "Welcome, fun and frolic." Every little Tad has plenty of time to enjoy the joy of Mueller's pure, unadulterated favorites—made up in a "family" so large as to offer a score of tasty delights.

OUR "FAMOUS" XLCR, CIGARETTES, TWISTERS AND WHOPPERS



"Famous" Cigarettes, red, blue, green cartons to each box.

are the most popular pieces in the line—see that your dealers have plenty. And book their orders for any of the following deservedly popular specialties:

XLCR Cigarettes
Whoppers
Twisters
Wrist Watch
240 Tubes

Travelers' Companion
Plug
Trio Tubes (120 Count)
Whips
Train Assortment
Cigars (Banded)
120 Tubes
120 "Famous" Stick
Busters
Big 4
Chocomels
Brick
Lozenges for Manufacturing



The "Famous" XLCR Stick.

"Famous"
MUELLER MADE
SPECIALTIES

are prepared with the finest grade of Spanish licorice—Made "Famous" and kept "Famous" by two generations.

The John Mueller Licorice Co.
WADE AND FREEMAN STS. CINCINNATI, OHIO

THE important young prosecutor was trying to make things hot for the burly negro who had admitted in court that he was engaged in a craps game at the time of his arrest.

"Now," he said, "I want you to tell the jury just how you deal craps."

"Whass dat?" asked the witness, rolling his eyes.

"Address the jury," thundered the attorney, "and tell them how you deal craps."

"Lemme outa here," shrieked the darky, wildly. "Fust thing Ah know dis gemman heah gwine ask me how to drink a samwich."—*Houston Press.*

HERE is a singular incident showing how easy it is to mistranslate an overheard remark.

Said Mrs. A, one of the overhearers: "They must have been to the zoo, because I heard her mention 'a trained dear.'"

Said Mrs. B: "No, no. They were talking about going away and she said to him, 'Find out about the train, dear.'"

Said Mrs. C: "I think you are both wrong. It seemed to me they were discussing music, for she said, 'A trained ear' very distinctly."

A few minutes later the lady herself appeared and they told her of their disagreement.

"Well," she laughed, "that's certainly funny. You are poor guessers, all of you. The fact is, I'd been out to the country overnight and I was asking my husband if it rained here last evening."—*Boston Transcript.*

"PLEASE tell me the names of your visitors," said the editor of the *Petunia Argosy* over the telephone.

"How did you know we had visitors?" asked the social lioness.

"Why, there's some foreign clothes out on your line this morning," replied the observing editor.—*Kansas City Star.*

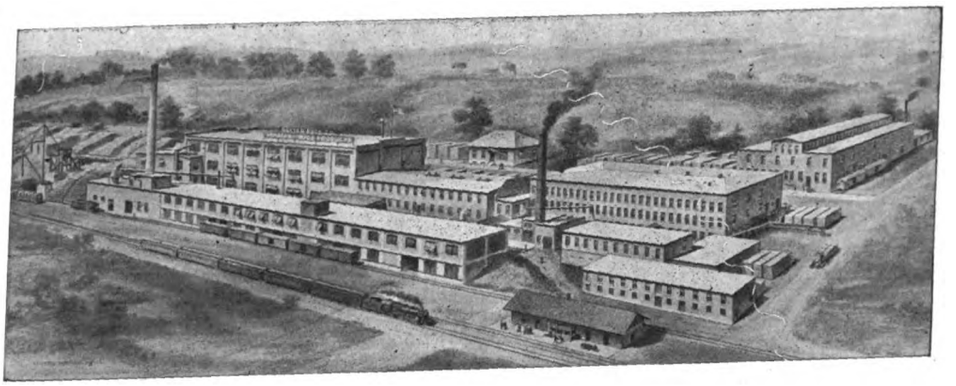
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SETTER

HARD MAPLE SUCKER STICKS

BOTH BLUNT AND POINTED

Large Stocks Always on Hand



Samples and prices will convince you that these are the Sticks you ought to use

SETTER BROS. CO.

Cattaraugus, N. Y.

MPCo Milapaco

Lace Papers of Character

Dress Up Your Candy Boxes

Delicious candy is certain to please when it is discovered peeking out of fresh, clean, dainty, attractive "Milapaco" Bon Bon Cups. Many colors, many sizes, each perfectly crimped.

- Paper Doilies
- Paper Sundae Dishes
- Bon Bon Cups—plain and printed
- Box Top Laces—plain and embossed
- Strip Laces and Embossed Name Laces
- Silverplated Sundae Dish Holders
- Glassine Bar Wraps—printed
- Dividers
- Embossed Blotter Mats
- Padolene
- Layer Cards
- Aluminum Bar Wraps—printed
- Pail Laces



When ordering, be sure to specify "Milapaco," the original lace paper of character.

Milwaukee Lace Paper Company

Corner Lee and Bolton Sts. *Est. 1899* Milwaukee, Wis.

New York Boston Cleveland Chicago Winnipeg Calgary New Orleans San Francisco Vancouver Montreal Toronto

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CONFECTIONERS JOURNAL
Oldest Paper of its Class in the World

Vol. XLVIII June, 1922 No. 569

CONFECTIONERS JOURNAL

Founded in 1874 by Edward A. Heintz
Published on the First of Each Month by

The Confectioners Journal Publishing Co.

CHARLES McD. HARVEY
President and Managing Editor

WALTER W. GALE
Vice President and Treasurer

FREDERIC W. HARVEY
Secretary

FRANK H. TAYLOR
Associate Editor

LOUIS W. ROESCH
Circulation Manager

411-413 Walnut Street, Philadelphia

Subscription price, $3.00 per year; single copies, 30 cents
Canada, $3.50; Foreign, $4.00 a year

Changes for advertisements must be received by the 10th of the month

No cancellation of advertisement received after the first of the month

Make remittances payable to the order of
The Confectioners Journal Publishing Co.

Member Audit Bureau of Circulations

NOTICE TO ADVERTISERS—In order that we may protect our advertisers from unfair competition, and our pages from unpleasant controversy, we reserve the right to object to the wording of any advertisement, and contracts will only be accepted by us with this understanding.

MOTTO FOR JUNE

June, a month of cheerful days,
Upon the verge of summer's term.
Now's your time for fresh displays—
Early birds secure the worm.

All of the "Journal's" subscription agents bear letters of identification. Do not pay money to any one who cannot show proper credentials. Agents have no authority to change subscription price, or to "club" the "Confectioners Journal" with any other publication at a cut rate. We will thank any confectioner to let us know of any agent violating our instructions.

Get the habit of reading the "Journal's" advertisements; there's profit in it for you.

The Chicago Convention

THE convention of the National Confectioners' Association which has just closed at Chicago must have impressed the old timers who were there in evidence with the many changes of personnel which have taken place in recent years and with the power of numbers. The little group of men, representative of the best that was in and of the confectionery industry of thirty-nine years ago who launched the N. C. A., optimistic though they were, did not —could not have foreseen the eventual business and numerical magnitude to which the organization has attained. Originally a gathering of employing confectioners only, the annual conventions now bring together the officials and members of four distinct associations each interested in promoting the welfare of its own department in the big industry of making, jobbing, selling and retailing confectionery. A notable detail of the assemblage at the Hotel Drake was the atmosphere of good-fellowship between these different groups of workers. A cheery spirit of co-operation was in the air. The stalwarts, veterans of by-gone conventions and the young bloods, just getting fairly into the game, were all good mixers. Moreover, while there was no evasion in the proceedings to minimize the difficulties of the present there was an abundant evidence of faith in the future of a line of industry, one of the greatest in America, which has always, through many varied years, been equal to its problems and steadfast in the face of adversities.

As in past times, the CONFECTIONERS JOURNAL devotes much of its space in this issue to a record of the outcome of the sessions of each of the allied associations. Our convention pages should have the close attention of our readers everywhere.

Are You Entitled to a Refund?

A CIRCULAR of instruction has been issued by the Secretary-Treasurer of the National Confectioners' Association which advises members of the form of procedure under which a refund may be claimed for sums paid to the government in the form of taxes upon taxes. It is stated that the treasury is favorable to the consideration of such claims when properly set forth. The method for proceeding in this matter is to obtain from your local

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internal revenue collector a copy of form 843 and, having figured from February 25, 1919, to March 20th of the present year, to submit the claim, if any, to him.

Sweet Chocolate is Candy

SWEET Chocolate is candy, according to a decision handed down in the U. S. circuit court of appeals in Boston, on May 18th, in a suit brought by Walter Baker & Co. against John F. Malley, former collector of internal revenue, in which Walter Baker & Co. sought to recover $35,232 paid in taxes on chocolate. The opinion reverses that of Judge Morton, who in the United States district court recently upheld the plaintiff's contention that sweet chocolate is food and not candy. The Baker Company protested that it was illegally taxed when taxes were collected on chocolate as candy. Judge Morton in his opinion held that sweet chocolate contained both sugar and chocolate, that these came within the category of food, and that consequently the tax collected from the manufacturers was invalid and should be returned. The decision was appealed by the Treasury Department.

Judge Anderson, who wrote the circuit court opinion, states that not only the ingredients which composed the product must be taken into consideration but that the idea Congress had when it imposed the tax should also be considered.

"The distinction turns not so much on the composition of the article as on the way or form in which it is sold and upon the use made of it by purchasers," Judge Anderson states.

The Truth and Nothing But the Truth

PRODUCERS of all sorts of manufactured goods are vitally interested in a recent decision by the highest court in the land in the case of a company engaged in the production of underwear sold as "all wool" but which, in fact, was partly of cotton. Reversing the decision of a lower Federal court the Supreme Court of the United States has declared such goods as fraudulent, and this edict must be taken as applying to other lines of manufactured goods. In order to safeguard confectioners against trouble a circular of warning has been broadcasted to members of the National Confectioners' Association, from the office of Secretary Hughes, advising all concerned to be "exceedingly careful to see that all their labels conform strictly to the requirements of the existing state and national food laws."

Getting After the Losers

IS PRICE-CUTTING below cost illegal? This question of competitive ethics has been placed squarely before the Federal Trade Commission by a committee of the National Jobber Tobacconists. A clear decision in this matter, which will serve to eliminate an old and pestiferous evil, will be welcome in many lines of manufacture and selling. Experience has long since shown that the practice is contrary to the interests of all legitimate processes of business and a menace to honest men and concerns. Joseph E. Davis, a former chairman of the Commission, appearing in behalf of the committee mentioned, asserted that the government has the power to outlaw those who, for whatever reason, habitually sell at a loss.

A Deficit

"THE money in circulation per capita is said to be $62.48."

"Somebody has our $62."

Our Greatest Want

A PROMINENT financier lately told a convention of Savings Bank officials that the main trouble, at present, is that there are too many able-bodied men standing around on street corners waiting for easy jobs at their own idea of wages and not enough of them back on the farms where they came from. The country needs more tillage and less agitation. more real old-fashioned toil and less talk.

For a Real "Candy Week"

IN DIVERS and sundry cities the inhabitants are holding special "weeks." It's a good idea and, perhaps, after a while, there will not be enough weeks to go around. We have had "clean up" week, which we all needed, "building" week, "artist's" week, "music" week and a lot more of 'em serving to stir up things and give variety to the passing days. We ought to have a real honest to goodness "candy" week, where hustling confectioners have tried it out. Mainly in the West it has proven all to the good. Why not grab a week now, before somebody else gets it? Then make a fuss about it and do the thing in a way that will make people sit up and take notice.

Acquaintance Begets Good Will

AT ONE time it is said that Charles Lamb, the famous author, in his club was heard denouncing some individual in unmeasured terms, when a friend interceded with the remark that he did not know that Mr. Lamb knew the man about whom he was talking. "I do not. If I knew him I most likely would find him to be a pretty good sort of a fellow." This is a truth that is overlooked altogether too much and all would profit by its more general use. Everything is to be gained and nothing lost by a sincere and honest effort to keep friendships by mutual understandings and they should not be broken until everything possible is done to prevent such a calamity, for enmities are not only a loss to the individual, but they form poison gas for a community.

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Put Business Men on Guard

THE one great present need of the business American of today is relief from official tampering with the natural laws of business. We have too much regulation from uninformed people in temporary power. To some extent this condition is the fault of the business public. Organized trade has failed to grapple with this old evil. We will not get and cannot expect to have real commercial activity throughout the country until men having a due consideration for the best interests of business are willing to accept public office and lend the weight of their knowledge and authority to the shaping of legislation, national, state and local.

The future of this nation, for better or for worse, depends upon the replacement of pandering politicians by men of affairs, unselfishly devoting their talents and energies to the one task of helping, instead of hampering, all genuine projects; all enlargements in the field of enterprise and so provide more employment to the millions of now idle toilers and thus, by putting money into general circulation, restore normal prosperity.

Food for Thought

IN A newspaper interview a wise publicist said: "American business and industry must be reestablished on sound and solid foundations and, until that is accomplished, other matters of any and all kinds must be postponed." Furthermore, he is quoted in these words, "Every law, to be good and beneficial must be helpful to all the people and not merely to a class or group of people." The speaker declared himself opposed to all combinations and "blocs" or whatever they may be termed. "Business men, everywhere," he said, "have liquidated. All labor, except certain sections of railway labor has liquidated twenty per cent., the farmers have liquidated eighty per cent., when the government takes out of the pockets of the people hundreds of millions of their income it pays out a large proportion of this capital for the upkeep of costly departments riddled with bureaus and red tape and honey-combed with extravagance.

"What the business producer of the country needs at this time is a speedy return of those conditions of cost under which a host of salesmen were able to penetrate to all sections of the land and to sell goods at a profit to the manufacturer and the adventage of the buyer. The great carrying lines do not get the money once paid for commercial travel. The once unleashed selling agent is missing from thousands of hotels. His field has become local. The life blood of traffic has stagnated.

"Within the very near future," again quoting the publicist, "the Congress of the United States must grapple with and enact the weightest and most far-reaching economic legislation in the history of the world."

The salvation of healthful and permanently active business in the future must depend upon the active, unpartisan, interest of business men in sending practical and broad-gauge men to Washington to have a part in the remedial legislation thus foreshadowed.

Early Summer Tonic Tablets

MORE than thirty years ago Marion Harland wrote these word tonics and we all need just such good suggestions today when, more than ever, it takes hustle and courage to keep things moving.

"For Happiness

Live simply.
Have something to do.
Keep your conscience clean.
Have faith in yourself and mankind in general.
Look forward and not backward.

For Health

Study yourself and do the things that are proved good for you.
Exercise your body and mind systematically, but not too rigorously.
Get plenty of fresh air and good food.
Don't worry.

For Success

Put your whole heart in whatever you do.
Live right in your work.
Have a particular aim in life and stick to it.
Exalt the inherent power to produce and dignify your work as part of the Great Plan of Creation."

A Nugget of Truth

"SMALL firms are small because they can't get more men worth big salaries. Big firms pay any price for individuals who can use their brains.

"Every big success in the world is a salesman. They may not sell things, but they sell ideas. Ambition and self-confidence are the same thing. If you have ambition you will have self-confidence, and if you have self-confidence you will have ambition.

"Success is attained by the man who is able to give all the necessities and many of the luxuries of life to his dependents and who will make the world better for having passed through it. Accumulation of wealth means nothing.

"All successful men look alike. They are well rounded both mentally and physically."

TWO well-known financiers were discussing a banking scandal. "The banker has now gone to South America, has he not?" asked the first.

"Yes, I believe so," replied the second.

"To recuperate from an attack of influenza, is it not?" queried the first.

His companion laughed grimly. "I've heard of that kind of influenza before," he said. "It comes from cold feet due to exposure."

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Strange But True!

AS LONG as a multitude of easy-marks crowd the palatial offices of fake brokers begging them to take their savings and have a high old time, money will be scarce for honest and legitimate enterprises.

What is Sweetness?

WITH all the enormous advances made in our knowledge of the constitution of matter, both physically and chemically, says the London *Lancet*, we are not yet able to supply the complete answer to such a simple question as why is sugar sweet? The chemistry of sugar gives, perhaps, a bare hint in the way of explanation, but sweetness is undoubtedly a condition where constitution or structure rather than percentage composition is responsible for a specific physical property. Doubtless a difference in the relative position of atoms determines a great difference in physical character. In other words, the elementary materials are the same, but they are placed, so to speak, in such a way in different bodies having the same composition as to present manifold shapes. A given structure, for example, may contain a certain number of bricks and present an ugly exterior, but the same number of bricks may be contained in another structure which may present an artistic and pleasing appearance.

Glycerin is sweet, but contains no sugar; saccharin is five hundred times sweeter than cane sugar, and is a definite chemical substance without a trace of sugar in its composition. It is probable, however, that some analogy exists between the structure of these bodies—that is to say, in the relative position of the atoms—which determines the common property, though in varying degree, of being sweet. It is, at any rate, remarkable that, according to the respective formulas assigned to these bodies by chemists, starting with the body which contains the least number of carbon atoms—namely, glycerin, which contains three atoms—the rest of the substances possessing sweetening power contain exact multiples of this number. Grape sugar contains six atoms of carbon, cane sugar twelve atoms of carbon, milk sugar also twelve atoms, malt sugar twelve atoms again, while that intensely sweet substance, saccharin, contains six atoms of carbon in its main group. Possibly this fact is related to the physical characteristic of sweetness. It is an interesting matter, this question of the relative positions of the atoms deciding physical characters; for two different substances may coincide exactly in composition, one of which is quite harmless, while the other is a powerful poison.

COMFORTABLE stores make comfortable customers. Comfortable customers make larger purchases.

Obituary

H. L. HILDRETH

HERBERT L. Hildreth, Boston, Mass., who had been identified with the manufacture of candy for many years, and who was universally known as a builder of candy-pulling machines, died suddenly last month at his summer home in Raymond, Me., where he had gone to spend a few days.

Mr. Hildreth was born in North Grafton, March 2, 1858, and as a boy worked on the farm and as a plumber's assistant. His father died when he was quite young, which forced him to turn his attention to business. He went on the road canvassing for a picture concern, and began his career as a candy man in Lewiston, Me. After a short time there he went to Old Orchard, where he opened a candy kitchen, and he was there until 1900, meantime featuring the Velvet line of goods, which were put up in conspicuous yellow boxes, and in time building the Hotel Velvet, and later the pier at Old Orchard, which at that time was considered one of the longest in the world.

Before finally establishing himself in Boston as the H. L. Hildreth Company, which he was able to do when he had assembled sufficient capital, he had been in business in several other places, among them Haverhill, Lawrence and Salem. His first place of business in Boston was at 1083 Washington street. Then he moved to Batterymarch street, and was in business at several other places in that immediate vicinity. Two years ago the H. L. Hildreth Company moved to the South End, building a factory at 549-559 Albany street.

Mr. Hildreth was a Mason, being a member of Joseph Webb Lodge, and he also belonged to an Odd Fellows lodge in Lewiston. He is survived by his wife, who was Amanda A. Ladd of Vienna, Me.; one son, Herbert A. Hildreth; a brother, Ezra Hildreth, who lives at Westfield, and a sister, Mrs. Amanda Golding of Duxbury. Mr. Hildreth's home was at 22 Tremlitt street, Dorchester.

Gone on Strike

WHAT has become of the boy who used to be glad to run a mile on an errand and feel well paid with a dime's worth of 'lasses candy? That sort of a job figures now at a half dollar and its got to be in coin, at that, not to mention car tickets.

Work as a Habit

WORK in spite of yourself, and make a habit of work, and when the habit of work is formed it will be transfigured into work, and at last you will not only abhor idleness, but you will have no happiness out of the work which then you are constrained to do.

IT ISN'T the size of the business that indicates the size of the net return from it. The net is what you should consider.

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Thirty-ninth Annual Convention National Confectioners' Association

Chicago, Ill., May 24-26, 1922

NOTHING, in the previous history of candy conventions, was just like the gathering at Chicago last month. Few assemblages, even in that hustling city, short of a national Presidential convention, has been attended by more crush, color and confusion, more of the stir of life in the lobbies and around the doors of committee rooms, and yet there was no lack of system. Active members were registered upon blue cards, associate members and their representatives upon yellow cards, those of ladies in attendance were white, guests cards were in pink. Badges of the same colors were provided at the registration office. The several groups forming the different allied associations gave the convention the atmosphere of a four-ring circus. Out of all the crowding and confusion hard-working committee men gradually developed order and assembled quorums. There was a serious regard for the important business which had brought these busy, urgent manufacturers and dealers from all sections of the country to discuss and settle.

None of the many of those to whom N. C. A. convention work was new could have departed to their homes without a larger respect for the magnitude of the confectionery business in America and for the mental bigness of the leaders, who have, year by year, worked to make the several trade associations here met the useful and influential mediums of progress that they are today.

The general entertainment of the visiting delegates and guests was entrusted to two committees, one composed of men and the other entirely of ladies. The success of the social features of the week was credited to these two bodies, the members of which worked unceasingly to see that no one was neglected, and that every one should have a good time. The gentlemen with their Chesterfieldian manners and the ladies with their womanly graces and winning smiles drawing unto themselves the appreciation of all. A. G. Morse, Chairman, F. B Amend, E. W. Boehm, W. E. Bond, Walter C. Hughes, Wm. P. Reed, F. W. Rueckheim, Jr., A. H. Shotwell and H. O. Stokes.

Ladies Committee: Mrs. Wm. P. Reed, Chairman; Mrs. F. B. Amend, Mrs. E. W. Boehm, Mrs. W. E. Bond, Mrs. Walter C. Hughes, Mrs. A. G. Morse, Mrs. F. W. Rueckheim, Jr., Mrs. A. H. Shotwell, Mrs. Ora H. Snyder and Mrs. H. O. Stokes.

The President appointed the following committee to nominate officers for the ensuing year: A. S. Colebrook, Chairman; Paul F. Beich, R. R. Cleeland, Louis Kuhn, and F. D. Seward.

The Resolutions Committee as named by the President consisted of Chester E. Roberts, Chairman; A. F. L. Schmidt, Geo. F. Schrafft, Henry C. Hughes, E. J. Harter, W. C. Keish, and H. E. Littlefield.

As usual the annual golf tournament formally opened convention week, players from all sections being amongst the contestants. Play, the game being eighteen holes, started on the afternoon of the 22nd, the participants making up their own foursomes. Dinner was served at noon at the expense of the N. C. A.

The first prize for the lowest gross score went to W. H. Watt, Vice-president of the Hooton Chocolate Company, Newark, N. J., with a score of 92. He received a gold medal having on it the emblem of the N. C. A. The next prize went to J. E. Sharp of the Panay Sectional Show Case Company, Milwaukee, he having the lowest net score of 80. The prize was a silver vase. There was also a second prize for the next lowest net score which went to F. P. Warren of the Cracker Jack Co., Chicago, with a score of 81. Chas. W. Ray of the Eigelberner Candy Co., Chicago, also had a net score of 81 but the prize was awarded to Mr. Warren because his gross score was lower than Mr. Ray's and also his handicap. There was a booby prize of a very small toy size golf bag and clubs which was given to L. S. Preston of Penick & Ford, Ltd., Cedar Rapids, Iowa. He was pushed very hard for the coveted honors by F. E. Ruhling of the Cracker Jack Company, but Mr. Preston won out by having acquired 139 strokes against Mr. Ruhling's 135. The only two points of interest during the play that are worth while mentioning are that J. H. Wilson of the Pan Confection Factory, Chicago, might have won the booby prize except that he made the last nine holes under 50; the first time in his career. They kidded Mr. Wilson on this quite a bit. Members also rubbed it in on Louis Kuhn

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because he strained his wrist in trying to beat out V. L. Price. The prizes were awarded at the banquet by Mr. Price in an appropriate address.

The committee having the tournament in hand consisted of F. W. Rueckheim, Jr., Chairman, ably assisted by A. H. Shotwell and A. G. Morse.

On Tuesday, the 23rd, there were meetings of the Executive, Nominating and Resolutions Committees. Members of affiliated organizations conferred with the officers and members of the Executive Committee. Freight problems were also discussed.

The convention opened at 10 A. M. upon the 24th, President H. H. Harris in the chair. Edward Everett Gore, President of the Chicago Association of Commerce, extended a welcome upon behalf of the citizens to the visitors.

Following the roll-call and other preliminaries President Harris delivered his official address.

ADDRESS OF PRESIDENT

For the past several months we have been occupied with retrospective views, and almost invariably they have been unpleasant, for during the past twelve months we have been going through a slow process of readjustment, which necessarily has been very trying.

The year 1921 was probably the worst for business generally that has been experienced by most of us assembled here today. We have had to face a formidable list of receiverships and bankruptcies, but really no worse than we should have expected, and the business world has undergone the strain and great losses remarkably well.

It was necessary to come from a high level of prices to a much lower level and this was necessarily a dangerous and very trying transition, but we have made the journey and are today wiser, if not richer, from the experience. While our industry has suffered, we have only to look around us to find other industries that have suffered, and are still suffering worse than ourselves. Statisticians tell us, and we are prepared to believe them, that the worst is over, and we can look forward to the future with a feeling of optimism.

If we do not enjoy a fairly prosperous business from now on it will be mainly our fault. There should be, and I believe there will be, a normal demand for our product, but there will not be an abnormal demand, and we should remember this and govern the output of our factories accordingly. We should give more time, thought and attention to the appearance, packing and quality of our goods than ever before.

We should insist on the motto of our association, "Purity," being lived up to by every manufacturer of confections, whether the manufacturer be a member of our association or not, and should not only look after the sanitation of our own factories, but of those in our immediate territory, and if necessary have laws passed and enforced in our respective states making purity and sanitation obligatory.

When we can accomplish this we will not be beset with false articles relative to children being poisoned by candy, nor will we have bills presented in our state legislatures prohibiting children from purchasing candy without a written consent from their parents or guardians, but to the contrary we could hope for candy to be recognized as a most wholesome food and recommended by physicians. Let the national slogan, "Remember, Everybody Likes Candy," be beyond criticism and attacks of journals and periodicals, and let it follow as a natural conclusion that everybody likes candy, not only because of its palatableness, but because of its purity and food value.

LABOR

Before the war our industry paid lower wages than many other industries of our importance,



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which had resulted in attracting to our factories a less desirable class of labor.

During the war period our scale of wages was materially increased, while in most cases the efficiency of the laborers greatly decreased. In almost every plant in the past twelve months the efficiency of the labor has been increased and labor conditions generally have been more satisfactory even than in pre-war days.

We should continue to insist on efficiency and I believe, if possible, maintain the present scale of wages, or certainly not reduce them appreciably, and in this way we will attract an even higher class of workmen, which will mean a big stride in our industry.

NATIONAL ADVERTISING

The question of national advertising has been under consideration by our association for several years past in a greater or less degree. Prior to the meeting in Springfield in 1919 a committee was appointed to consider the matter and bring a recommendation to the convention. The committee met and after considerable discussion recommended the expenditure of $500,000 per annum for not less than three years.

Everyone seemed to favor advertising, but thought it unwise at that time to attempt to raise the amount suggested. Ever since the Springfield meeting there has been a desire on the part of many of our members to start some kind of publicity in our industry. The matter of a slogan was considered, and at the meeting of the Executive Committee held in Chicago last December this plan was recommended and the slogan selected, and after much persuasion we finally succeeded in securing as Chairman of the Publicity Committee Mr. V. L. Price, which, we felt, assured the success of the adoption and use of the slogan.

In order to get the display cards prepared and have the different state organizations and other affiliated organizations approve the slogan there was necessarily some delay, and we thought it unwise to attempt to launch the movement before bringing it before the convention and getting your approval, endorsement and co-operation.

Mr. Price will tell us tomorrow of the work of his committee, and after he has explained his plans and outlined the benefits to be derived therefrom, I am sure we will all get behind him and his committee and help make this the greatest benefit to our industry.

EXCISE TAX

During the year your officers and Executive Committee have had many problems to consider. When we came into office we found Mr. Hubert B. Fuller, who had been employed by our predecessors, doing an excellent work on the excise tax. For months he labored arduously and was ably assisted by members of the Executive Committee and other members of our association, prominent among whom I might mention Mr. Walter P. Sharp, Mr. T. R. Blakesley, Mr. H. W. Hoops, Mr. W. F. Heide, and also the New England Club and the New York Manufacturers' Association. He was also constantly in touch with and receiving advice from our Secretary, Mr. W. C. Hughes, who made frequent trips to Washington and rendered valuable assistance.

At one time, as you will remember, it seemed almost certain we would have a tax of 3 per cent., or possibly 5 per cent., on the lower price candy, and 10 per cent. on candies wholesaling for 40 cents and over. Your Executive Committee were unanimously opposed to a discriminatory tax of any nature. At this juncture it seemed unwise to continue the fight to have the tax entirely removed, but decided to put all their efforts against a discriminatory tax and in favor of a uniform tax of 3 per cent., and on November 7th the Senate Committee reported favorably on a uniform 3 per cent. tax effective January 1st, 1922.

I believe we should plan at an early date to have this tax entirely removed, as it seems unjust for our industry to be thus discriminated against. I am convinced, however, that the most effective work can be done by our own members, and I believe there are enough of them who when called on will give their time cheerfully for the benefit of our industry.

THOMAS E. LANNEN

We miss at this session one who has attended every convention since 1906, and one who for the past fifteen years has been of incalculable benefit to every member of this association. A man whom to know was to admire, a strong man, a true friend, a wise counsellor. There was something striking in the smoothness, the ease with which his mind worked. Despite bodily ills which would not only have daunted, but would have crushed a less courageous spirit, his mind always responded to the demands put upon it.

Mentally, he was massive, but alert; he was broad, but concise; weighty, but analytical. In spirit he was brave, but modest; positive, but considerate; conscientious, but tactful; serene, but determined. The name of Thomas E. Lannen will be remembered by us and his influence will continue for years to come.

We were peculiarly fortunate in securing Mr. Thomas J. Hickey as successor to Mr. Lannen. He had been associated with Mr. Lannen for thirteen years and was thoroughly acquainted with the work of our association and has rendered valuable service as our General Counsel for the past several months.

CONCLUSION

In conclusion, I wish to thank the members of the association for their co-operation and especially those who have discharged so well the duties assigned them, and have given so cheerfully and unstintingly of their time.

The trade press has been of great help to our industry during the past year, and the field for their usefulness in the future is unlimited, and I bespeak for our industry their continued co-operation.

You were both kind and wise in the selection of your Executive Committee, for they have at all times been enthusiastic, ready and willing to discharge every duty and guard the interests of your association, and it has been a pleasure to be associated and work with them.

Our capable and efficient Secretary, Mr. W. C. Hughes, has had a very busy and perplexing year. He has rendered valuable service on tax and tariff matters and has shown great wisdom and ability in the discharge of the duties of his office.

Finally, let me say that I appreciate the honor conferred on me in electing me as your President for the past year, and while I realized my inefficiency when elected, I have realized it more keenly during my term of office as one after another perplexing condition has arisen, but I have tried to discharge my duties for the best of the association as I saw it and without favor or fear of criticism.

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W. E. Brock, of Chattanooga, here took the floor and presented to the retiring president and upon the part of the members a handsome loving cup.

The chair then read the list of members who had died since the last convention. The report of the Executive Committee was read by Secretary Walter C. Hughes, who also presented the treasurer's report and announced the appointment of special committees. A. G. Morse detailed the arrangements for entertainment features, including the annual banquet.

The afternoon session of the 24th was devoted to the annual report of the secretary, and also the membership report. The balance of the session was devoted to an address by Homer J. Buckley, whose subject, "The Right Selling Approach in Changed Business Conditions," has been heard by many trade bodies.

The forenoon session of Thursday, the 25th, was devoted to the presentation of a thoughtful and interesting paper by V. L. Price on

CO-OPERATIVE ADVERTISING BY THE INDUSTRY

In considering the subject of Co-operative Advertising by the Industry I want you to keep your mind on four fundamental questions:

(1) What should be the purpose or object of a Co-operative Advertising Campaign by the Industry?

(2) What is the best method, both in respect to tangible results and expense, of carrying out the objects of the campaign?

(3) In that the expense of the campaign is not to be paid out of the association's general funds, but by each individual member contributing his proper pro-rata share of the expense, what is the fairest and surest way of raising the funds necessary to carry on the campaign?

(4) Will you be willing to abide by and co-operate with the plans formulated by your Publicity Committee when approved by your Executive Committee?

PURPOSE OF THE CAMPAIGN

The purpose of the campaign should be to increase the consumption and sale of candy generally and not to increase the sale of some particular kinds of candy to the detriment of other kinds nor to simply increase the sale of some particular class of manufacturers as against others.

If the proposed campaign is for any other purpose than the benefit of all, it should not be undertaken by this association, but by a separate organization made up of those it is intended to benefit.

I do not feel that any of us want to undertake a campaign just for the fun of it or for the pride we might have in it. What we want to do is through co-operative advertising to improve general business conditions within our industry and we all should know that such improvement can come only through the increased consumption of candy, thus bringing the demand nearer to the present capacity of the industry.

The conditions which now exist within the industry primarily are due to over-capacity within the industry, and we can only safely look to improved demand for improved conditions.

The foolish and unbusinesslike methods now being employed to stimulate business we will find will continue so long as the laws of supply and demand are operating in their present direction.

It seems absolutely conclusive that the only plan which our members will support financially and cooperate with is one which they believe will increase the demand for candy.

Co-operative advertising must have as its further purpose the saving of expense by all contributing their pro rata to a general fund. We should by co-



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operative advertising reduce the cost to each contributor as compared with the cost that he would incur as an individual advertiser. And, in addition, the expense should be reduced by saving in duplication and waste in the placing and distribution of advertising.

THE BEST METHOD OF ADVERTISING

It is true that co-operative advertising has paid other industries and has paid them well, but this should not govern our decision entirely because the other industries, at least some of them, have had a very different problem to deal with than we have.

Our industry is made up of large and small manufacturers making various kinds and qualities of products under a multitude of names and brands. The business of some of these manufacturers is national in scope, while that of others is largely localized. Some are spending large sums of money in advertising their own products and in establishing consumer demand for them under their own names and trade marks, and such as have been successful in such efforts would naturally hesitate to contribute to or participate in any plan which might undo or lessen the benefits of that which had been accomplished by them individually. We must recognize individual interests and that they will and must predominate in the ultimate decision on this question.

It has been my purpose in considering the plan to be submitted to you to lay especial emphasis on the necessity of general benefits to all and not just to a certain class or group.

When our individual business is good it is either because of a general good demand for candy or because of our own individual efforts being more effective than our competitors, thus bringing us a bigger share of the business available.

I cannot conceive of any co-operative advertising which will take the place of individual efforts, therefore it leaves us, in my opinion, clearly confronted with evolving a plan that will create a better general demand for candy and will not conflict with or duplicate individual efforts.

Let us consider the different plans or ideas suggested, to see which will have the greatest effect in increasing the consumption of candy generally.

One plan submitted was based upon advertising the Purity and Cleanliness of Candy and the Sanitary conditions under which it is made, packed and sold. This plan is based upon the assumption that the consumption of candy is lessened by the doubt of the consuming public as to its purity and cleanliness. Personally, I do not feel that this, to any measurable extent, is true. The consumption of candy has been steadily increasing and candy has been growing in popular demand. Therefore, it seems to me that we should not assume doubt as to purity and cleanliness on the part of the public and base our plans and hopes upon the overcoming of that doubt resulting in a material increase in the consumption of candy.

On the contrary, I feel we should assume that the public has confidence in the purity and cleanliness of candy.

And as to assuring purity and sanitary conditions of manufacture and display we should back up our government, state and city authorities in enforcing pure food and sanitary laws and urge the passage of same where they do not now exist.

Another plan was to establish a uniform trade mark or hall mark to identify purity and cleanliness, and to advertise this mark.

As to this plan, in the first place I question whether any manufacturer who had an established reputation under his own trade mark or name would consent to the placing of a general trade mark, in use by others, upon his products which would divide consumer attention between his mark and the general mark and would necessitate his entering into advertising competition as to establishing the value of the respective marks as related to consumer demand.

If a uniform identification mark was adopted it could not be dealt out indiscriminately, but could only be privileged in use after the careful analysis of products and inspection of production of those who were to have the right to use it, and this analysis and inspection would have to be kept up continuously throughout the industry, which, in my judgment, would involve a greater expense than the advertising itself, and furthermore would be highly impracticable for many reasons.

Another plan submitted was to advertise the food value of candy, with the idea of increasing the consumption of candy by convincing the public of its food value.

Candy being a combination of food products is without doubt a food, but at the same time it is a food that is indulged in as a luxury or dessert, and is not eaten as one of the basic foods necessary to health and the sustaining of life, and to advertise it as such would be unproductive in results and furthermore would arouse opposition on the part of food experts, and cranks, and the general publicity gained through such opposition would counteract any good effects from the advertising, and it would be impossible to offset these bad effects by paid publicity no matter how true it was.

How many of you have individually or know of any one who has successfully promoted the sale of candy on the basis of its food value?

Do you advertise your candy as good for health or as to its food value, or do you exploit its palatableness?

We must look upon any co-operative advertising campaign by the industry with the same object in view as an individual campaign of our own, and if it holds true that we would not advertise the food value of our own products as the best means of increasing their sale, then surely we should not undertake a campaign for the industry along such lines.

I have carefully reviewed the advertising copy used by advertisers in our industry and with but two exceptions have I found any reference to candy as a food. The predominating appeal is to the taste.

We must not get away from the fact that the first, last and constant purpose of an advertising campaign by our industry must be to increase the consumption and sale of candy, and any plan which we feel will not accomplish such a result should not be adopted.

Another plan was to advertise to the public "EAT MORE CANDY." The question which arises from this direct suggestion is, Why eat more candy? The natural inference would be because it is good for one's health. And I am sure none of us believe people eat candy for their health any more than they eat anything else for their health, unless they are on a diet. People eat to live, of course, but their choice of food is based upon its appeal to their

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taste and the appeal candy makes is an appeal to taste.

A similar suggestion was to advertise "CANDY IS A FOOD." Surely there could be no object in such an appeal except to overcome an assumed impression on the part of the public that candy is either not a food or is harmful and I don't feel the consuming public carries any such impression.

The public likes candy because of its palatableness and you cannot get away from this fundamental fact. The liking and craving for sweets is natural and can be depended upon to produce consumption if what nature has supplied is catered to by right combinations that appeal to the eye and to the taste.

We are left, as I see the situation, to the finding of a way by which we may exploit candy in a manner that will increase the consumption of candy generally and which will not involve us in too great an expense, because, after all, we are inexperienced and have much to learn and let us get that experience as cheaply as possible.

My personal view and which has been approved by many, but which is not unanimously concurred in by your Publicity Committee, is that our first step should be the adoption and introduction of a slogan.

Other industries, notably the florists and jewelers, who have problems quite similar to ours, have built their whole campaigns around a suggestive slogan.

"SAY IT WITH FLOWERS" is the florists and "GIFTS THAT LAST" the jewelers. Both of these slogans are directly suggestive of gifts for others and have been most effective in increasing the demand for flowers and jewelry.

After all, a slogan is nothing more or less than a popular phrase carrying the suggestion of purchase. It is something to build around. A slogan in itself may have little value, but used as the central point in a campaign can be made most effective.

I would be, except for this reason, willing to eliminate the slogan entirely.

The real and vital thing in a plan which is the best for our industry to pursue, is to help the retailer sell more candy to the consumer.

If the use of a slogan is best for this purpose, then we should use one. If it does not add value to the purpose, then we should abolish the slogan.

To bring out my ideas and why I feel the best method for us to pursue is to help the retailer, let us analyze some of the most effective methods being employed by retailers in selling candy to the consumer.

I will purposely omit in this analysis any reference to individual advertisers who are advertising their own specific products in newspapers, magazines, billboards and street cars, etc., because, as I stated before, I do not believe any plan of co-operative advertising by the industry can be conceived which will replace such individual advertising.

If you will take note of the sale of candy by the retailer to the consumer you will find the following methods are the most successful:

Display of goods in stores and windows.

Window advertising.

To reach the question of display by a co-operative effort we must organize a movement to educate the retailer as to the value of display and methods of display, and with the proposed use and distribution of advertising for use by retailers, the opportunity to do this is most excellent, as I shall try to show you later.

The method which will create the most tangible and direct sales result is the one which will tie up with the retailer's store.

How can we make more people buy candy?

How can we make people buy more candy?



AMONG THOSE PRESENT

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The answer, aside from individual advertising, is to use the power of suggestion in the retailer's store and window through the medium of display and advertising.

What can we do for the retailer to help him sell more candy? That is the question for us to decide.

I cannot, of course, take time and space to consider this whole question; so, to explain my point, I shall undertake to cover only one phase of it.

The periods in which the most candy is sold are the holiday periods. Most holiday demands center around one day. The concentration of purchase on this one day means that factories are run for months to supply it.

Take, for example, the development of the Easter candy business. Easter candies are bought only for Easter. They have no sale for any other purpose, and yet in what is ordinarily a dull season for others, candy factories making Easter candies, from the beginning of the year through Easter, are kept busy supplying this one day's demand.

And likewise the Christmas business centers around Christmas day.

Why, then, is it not possible for us, by means of co-operative advertising, to create more holiday periods of demand?

We have watched the Easter season grow and benefit everybody, and its growth was promoted and made possible by our co-operative effort in creating attractive Easter candies, window displays, novelties and advertising. We, as an industry, made the Easter candy business.

The florists have made Mothers' Day a big day for flower sales. Why isn't mother sent candy instead of flowers? Because the florists, through their co-operative efforts, have suggested the purchase of flowers, while we have done nothing to suggest the purchase of candy.

There are other days equally as useful for creating an extra candy demand if we will only supply the necessary means of suggestion through co-operative advertising.

St. Valentine's Day, Washington's Birthday, St. Patrick's Day, July 4th, Hallowe'en and Thanksgiving Day.

These days come at different periods of the year and therefore can be exploited to build more uniform demand throughout the year.

The idea of Candy Day was to create a suggestion for added candy purchases.

But Candy Day failed in many places because the purpose of Candy Day was mistaken as meaning a day when individuals should get together and individually advertise themselves. As a result several full-page advertisements on Candy Day resembled an effort of the newspaper to run a special page at a reduced rate and to get all the confectioners in town to put their ads in it. It was very difficult to get any particular line on Candy Day and what it was all about. The big idea was lost—there should have been no mention of individuals or brands; the whole effort should have been to emphasize Candy Day and let each individual get his share of the general benefit. What has to be done is to sell Candy Day to the public and when this is done another day will be added to the Special Demand Days upon which a new demand for candy will be created.

Candy Day rightly handled was a big stimulus to candy sales on that day and the idea is sound. All it needs is a proper conception of what Candy Day is intended for and a willingness to spend a little money to exploit Candy Day and not one's self and product.

So far I have tried to bring out this idea, that, in my opinion, one of the best **ways to stimulate** and increase the general demand for candy is to create more candy seasons, more special days for buying candy, and to do this by co-operative advertising and by the creation of special goods and special ideas to fit in with this advertising.

In the beginning we should get the retailer to co-operate with us and display the advertising matter we furnish him. This co-operation will be forthcoming because the retailer will himself benefit as a result of his co-operation.

To test out the point of view of the retailer as to special window displays that would emphasize the season idea I distributed among 5,000 retailers such advertising for Easter Day and Mothers' Day, and from a check-up of this distribution I have no doubt as to the plan being productive of increased candy sales and being assured of the co-operation of the retailers.

As to the slogan, I am not going to mention any particular slogan, but any good slogan that is catchy and original will tie up wonderfully with any general plan like I have suggested, and in fact it seems almost necessary to have a slogan in order to popularize the idea.

The trade press will lend a most effective medium through which the retailer can be sold the idea and educated to co-operate with it, with most excellent results to himself.

Have you any doubt, if manufacturers would create special "Hallowe'en Candies" and retailers in large numbers would feature special displays and sales on Hallowe'en, but that it would greatly increase candy sales on that day, and all doing it, would eventually make Hallowe'en a candy season.

What we need as an industry is some psychological stimulant. There is nothing else I can think of except, of course, a general improvement in business conditions. I do believe the consumption of candy can be increased by this method and I do not believe it can be increased by any other co-operative plan so far suggested.

Before closing I want to mention some experiences which I have had as Chairman of your Publicity Committee that I feel you should know of, so as to realize what such a position means.

Every advertising agency in the United States almost is after the business. All have plans to submit. Many of these come recommended by members and groups of members.

The magazines, newspapers, trade press, billboards, street cars, etc., all want a look in.

There are sign painters and printers, novelty makers and a thousand and one other kinds of advertising material makers who are after some of the business.

In addition to this, members individually and in groups have ideas and criticisms.

Also members themselves solicit business for their friends in the advertising field and will feel hurt if their friends don't get the business.

Can any committee or any individual withstand this broadside and get any place with a plan?

My short experience as Chairman of your Publicity Committee has taught me a full appreciation of what the job means and I bespeak for your next Publicity Committee consideration of the fact that

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to decide anything or accomplish anything worth while the committee must be allowed to act without interference or jealousy of its favors and with an assurance that your co-operation will be given them; otherwise you might as well forget all about any co-operative advertising by the industry and each go back to your individual knitting.

Note—During his address Mr. Price displayed various colored sketches showing suggestive and seasonable uses of a slogan and other ideas that could be used by the retailer to increase his candy sales.

The conclusion of Mr. Price's paper provided opportunity for an exchange of views upon the subject by E. B. Hutchins and Chester E. Roberts.

The feature of the afternoon session of Thursday was an address by Arthur E. Swanson, Ph. D., a prominent industrial authority of Chicago. His subject was "Problems of Management During the Coming Year." Mr. Swanson, among other things, said:

THE PROBLEMS OF MANAGEMENT IN 1922

In its final analysis, management is largely the job of visualizing the problems of the future, meeting them as they come, and solving them in the best manner possible. But while management is continually dealing with problems, the character of the problems differs greatly, depending on the time and the business situation.

To illustrate how the problems of management vary in emphasis placed on them let us consider the business period of the year 1919 and the spring of 1920. At that time most business managers regarded as their most difficult problems those of increasing production, delivery of raw materials and plant extensions. In the main these were not the problems that should have been emphasized, and in some instances the managers were wise enough to recognize this fact.

During the period from the summer of 1920 to within a few months ago, the problems of management centered about liquidation, finances and selling.

During the period from October, 1921, to the present time we have been shifting from one kind of business situation to another. On the whole, the transition has been remarkable for its rapidity rather than for any other characteristic.

Addressing ourselves to present conditions the following facts stand out very prominently:

First.—Interest rates have fallen from a very high level in 1919 to a comparatively low level at present. This means that money has become cheap and easy, a condition which in the past has always been a forerunner of increased business activity. Easy money and low interest rates tend to increase business activity, because they promote borrowing for production and for consumption, and because they reduce the cost of production in so far as borrowed money is used.

Second.—The international situation has improved greatly. Improvement in the international trade reflected in the rise of the pound sterling, the franc and some other European currencies means that there is a gradual restoration coming in the foreign market for American merchandise.

It is difficult for many American business men whose market is entirely domestic to appreciate the importance of the international situation to them. Such business men, however, are as vitally affected by the foreign situation as is the business man whose primary market is in foreign countries.

Third.—There has been a tendency for wholesale prices, in particular, to become relatively stabilized. There will be further adjustments, but most of them will undoubtedly be more gradual and within a narrower range. Building prices are still too far out of line with other prices. So are also the price



AMONG THOSE PRESENT

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of coal and of railway traffic. These major adjustments involving also changes in wages that remain to be made are an important consideration in our study of future business trends.

Fourth.—The prices of agricultural products have been substantially increased. This increase in the value of farm products has a very immediate and potential bearing on business activity, because it determines the purchasing power of about half of our domestic market.

Fifth.—Business activity in a large number of lines is definitely increasing. In the steel industry, one of the basic industries of the country, there has been an increase in production from about 33% capacity to 70%.

Basing our judgment on a survey of the present situation, we have very good reason for believing that business activity will continue to increase during the coming year.

The money situation, if taken alone, would tend to promote a rapid increase in business activity, and so would the marked increase in prices of agricultural commodities. The managements in a large number of industries face the situation of increasing business, but insufficient in its total to give capacity production and volume secured at relatively low prices. Managements accordingly face the situation of having increased business, but being forced to accept it under conditions which may mean small profits if any at all.

There will be two possible courses to pursue. The one is to push up the prices on the products produced so that, even though the volume is substantially less than capacity, it will be possible to operate at a profit.

But to shove these prices up, at the very beginning of the increase of business activity, will tend to give us a set-back unless the result is a great general increase in the price level previously discussed. The logical action to take, it seems to me, is to put forth every effort to reduce cost.

Now that we are moving into a new period, business managers can look ahead with more confidence and encouragement, and another type of cost reduction of a constructive character should be undertaken.

The steps that a business man should take in his effort to reduce costs constructively are as follows:

First.—Study of layout. This involves the careful study of the flow of work in the plant or in the store or office with a view to eliminating any unnecessary movement of the material from process to process. An alert management will not be content with the continuance of such waste. In some instances the construction of the building necessitates the unnecessary travel of material, but even in cases of this kind ingenuity on the part of the management will frequently result in ways and means of re-routing so as to avoid waste in movement.

Second.—Standardization of materials. The advantage of this lies only partly in its direct benefits, such as in the reduction of scrap, in the storage space, and in investment. Indirect results are far greater. They come through standardizing the processing of materials, both through machines and by individuals.

Third.—The study of individual operations with a view to simplifying the operation and reducing the expenditure of energy for each piece of work to a minimum.

Fourth.—Production planning. All managements plan to a greater or less extent. The object of detailed planning is to effect a high degree of correlation of the various factors in business.

Fifth.—Reduction in variety of product is a source of economy in production. In many lines there are undoubtedly some businesses that cannot effect any reduction in cost through concentrated production on a more limited series of styles and varieties than they are carrying, but inasmuch as almost all managements have been reluctant to narrow their lines until they have the great advantage of such action proven to them in their costs leads one to believe that the number of businesses that can profit by narrowing their lines is greater than now thought possible.

The importance of cost keeping cannot be overemphasized at any time. Cost keeping methods can be devised for any business. They will vary in form, depending upon the industry, but they will be alike in principle. This industry is to be congratulated on having taken a firm stand in favor of sound cost-keeping. Costs should serve as a basis for the determining of prices; as a basis for comparing costs in different periods for the business as a whole; as a basis for determining the productive efficiency of departments; and for the purpose of guiding the management in effecting cost reduction and the elimination of unprofitable lines.

As the reduction of costs during the coming year will stand out as the management's greatest problem, the importance of a knowledge of them is obvious.

At the conclusion of the address the convention went into executive session, attended only by honorary and active members. The Nominating Committee reported at this meeting.

The fifth and final session was held Friday forenoon and was executive. The Nominating Committee made their report and the following officers for 1922-23 were elected:

President: R. R. Bean, Putnam Factory, Grand Rapids, Mich.

Vice-presidents: George F. Schrafft, W. F. Schrafft & Sons Corp., Boston, Mass.; Jerome F. Blome, The George Blome & Son Co., Baltimore, Md..

Secretary and Treasurer: Walter C. Hughes, Chicago, Ill.

Executive Committee: Horace S. Ridley, New England Confectionery Co., Boston, Mass.; Herman L. Heide, Henry Heide, Inc., New York, N. Y.; W. E. Brock, Brock Candy Co., Chattanooga, Tenn.; J. A. Cox, Dilling & Company, Indianapolis, Ind.; Fred V. Wunderle, Philip Wunderle, Philadelphia, Pa.; A. B. Sanderson, Kibbe Brothers, Springfield, Mass.; E. A. Wegner, The Cracker Jack Co., Chicago, Ill.; Chester E. Roberts, Imperial Candy Co., Seattle, Wash.; C. H. Voegele, The Voegele & Dinning Co., Mansfield, Ohio; A. F. L. Schmidt, F. D. Seward Factory, St. Louis, Mo.; Henry C. Hughes, Hughes Bros. Manufacturing Co., Dallas, Texas; J. B. Funke, James B. Funke Co., La Crosse, Wis.

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The Resolutions Committee reported the following:

RESOLUTIONS

Resolved, That a Package Goods Division of the National Confectioners' Association be formed, and that it be under the direct control of the Executive Committee and that the President of the Association shall appoint a member of the Executive Committee who is a manufacturer of package goods to be the Chairman of the Package Goods Division and that said Chairman shall serve for a period of one year or until his successor has been appointed.

Resolved by the National Confectioners' Association, that this organization will lend its support to and endorse any honorable and upright campaign that may be approved by the Executive Committee with the object of bringing about a reduction in the tariff on almonds and walnuts and on all such other items as in the judgment of the executives may seem to be advisable.

WHEREAS, Due to the fact that California produces between 1 and 2 per cent. of the almonds grown in the world while the United States consumes 12 per cent. of the world's output, the California production not being sufficient to supply three large manufacturers in the confectionery industry, much less to fill the needs of the entire industry, the high tariff on walnuts and almonds, both shelled and unshelled, will practically necessitate the elimination of these items in the manufacturing of our industry; and in addition the nuts grown in California being unsatisfactory due to their fibrous nature and lacking in the flavor of foreign nuts; and

WHEREAS, the National Confectioners' Association representing employment of over two hundred and fifty thousand people, with an approximate capital investment of three hundred and fifty million dollars—in convention assembled at The Drake Hotel, Chicago, do hereby protest at the injustice of the proposed tariff as affecting their industry, namely:

Almonds in shells .....5c a pound
Shelled almonds .....15c a pound
Walnuts in the shell ..... 4c a pound
Shelled walnuts .....12c a pound

THEREFORE BE IT

Resolved, That it is the sense of the Convention that the following schedule is a just and fair one:

Almonds in shells ..... 4c a pound
Shelled almonds ..... 6c a pound
Walnuts in the shell .....3c a pound
Shelled walnuts ..... 6c a pound

which schedule is recommended for substitution in place of the rates as at present contemplated; and be it further

Resolved, That a copy of this resolution be sent to the Chairman of the Republican National Committee and to each Senator and Representative in Congress.

Resolved, That we express our grateful appreciation for the assistance given us by the following Associations in Legislative and other matters and our assurance of our desire to continue to co-operate with them in all matters of mutual interest, and that a copy of this Resolution be forwarded by our Secretary to each one of the following Associations:

New England Manufacturing Confectioners' Association.
Association of Manufacturers of Confectionery and Chocolate of the State of New York.
Philadelphia Association of Manufacturers of Confectionery and Chocolate.
Associated Retail Confectioners of the United States.
American Manufacturers' Association of Products from Corn.
The Central Club.
The Midland Club.
Flavoring Extract Manufacturers' Association.
National Manufacturers of Soda Water Flavors.
Manufacturing Confectioners' Association of Illinois.
Proprietary Association.
The Ohio Confectioners' Club.
Pennsylvania Confectioners' Association.
Western Confectioners' Association.

Resolved, That we hereby acknowledge our deep debt of gratitude and tender our sincerest thanks to our highly esteemed and greatly respected President, H. H. Harris, for his unselfish devotion to the interests of the Association during the past twelve months.

Resolved, That we tender our sincere thanks and acknowledge a debt of gratitude to our Vice-presidents, Walter P. Sharp and R. R. Bean, and to the members of the Executive Committee for the personal sacrifices which they have made in behalf of the Association, and their untiring devotion to the interests of our members.

Resolved, That we tender our sincere thanks to the members of the Committee on Nominations for their work at this Convention in behalf of the Association.

Resolved, That we gratefully and heartily offer our sincere thanks and appreciation to the members of the General Entertainment Committee and to the members of the Ladies' Entertainment Committee for their splendid hospitality and most attractive entertainment features which have contributed so much to our enjoyment and to the success of the Convention, and whose thoughtfulness and consideration will not soon be forgotten by all whose good fortune it has been to attend this Convention.

Resolved, That we tender our sincere thanks and

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grateful appreciation to the members of the Golf Tournament Committee for a most successful and enjoyable Golf Tournament.

Resolved, That we tender our sincere thanks to the management of the Hotel Drake for the uniform courtesy and splendid hospitality extended to all who have attended this Convention.

Resolved, That we gratefully acknowledge the unfailing fairness of the Trade Press, and express our appreciation of their generous efforts to advance the interests of our members, of their fair-mindedness, impartiality and accuracy in recounting our activities and services.

Resolved, That we express our hearty appreciation to our Special Officers who have labored industriously and faithfully in our interests during the past twelve months, and whose work has been of great value to our members.

Resolved, That we express our grateful appreciation to the members of the Committee on Resolutions for their unselfish devotion to the interests of our Association in the careful consideration and recommendation relative to the various Resolutions that have received their attention.

Resolved, That the National Confectioners' Association meeting in Chicago, Illinois, May 26, 1922, give its hearty endorsement to the Near East Relief, a chartered organization of the American Government, pledging our moral and financial support when possible to this work, and urging our friends to do likewise.

The following Resolutions were submitted by the Commercial Jobbing Confectioners' Association and approved by the Convention:

Resolved, That we go on record as being in favor of a standard package of 120 count for penny goods and 24 count for bar goods and that we are strongly opposed to 20 and 30 count bar goods.

Resolved, That the members of the National Confectioners' Association give preference to jobbing confectioners whose only means of livelihood is the sale of confectionery; in preference to wholesale grocers, tobacco jobbers, drug houses and others who use candy only as a side line in their business.

Resolved, That the members of the National Confectioners' Association go on record as being opposed to manufacturers who cater to the jobbing trade; selling goods direct to the consumer, through clubs, office buildings and factories during the holiday period.

Resolved, That the National Confectioners' Association make every effort in their power toward the improvement of conditions brought about by the present excessive freight rates which have a tendency to retard business in general.

The resolutions, after deliberation, were adopted.

Other subjects of special interest were discussed, after which the convention adjourned.

REPORT OF THE SECRETARY-TREASURER

Voicing the appreciation of the members of the association for the unselfish services of the officers and those composing the Executive Committee in behalf of the organization and the industry generally, Mr. Hughes, referring to the decrease in the membership since the last convention, said that it was due to the long continued business depression and was to be expected. This defection has been partly offset by the admission of a considerable number of new members. The present roll of members and the finances of the association are very satisfactory.

The services of the Washington representative of the National Confectioners' Association, Mr. W. Parker Jones, in keeping track of national legislation affecting business, especially the confectioners' interests, was acknowledged.

Trade mark and patent matters are of increasing importance to our members. The Secretary urges all members proposing to adopt a trade mark to first discover through the Trade Mark Counsel of the association whether a design is already in use and if same has been registered. The counsel firm has compiled a great list of unregistered trade marks. Advices from this official often saves costly litigation.

Valuable information furnished to the Secretary by the National Chamber of Commerce was acknowledged. It is estimated that in the course of the year 20,000 letters come to the office of the Secretary, all of which have due attention. Circulars issued to members covered a wide variety of subjects, all of more or less importance to the recipients. In response to a movement to increase the funds of the association twenty-six leading concerns in the trade subscribed to one or more contributing memberships.

During the year members have paid, in the form of excise tax assessments, the sum of $10,496.19, this sum being used for outlays incidental to measures taken by the association to protect our industry against adverse legislation at Washington.

Through prompt action upon the part of the Secretary's office a measure proposed by the U. S. Senate Committee in September last looking to a taxation of 10 per cent. per pound on all candy costing above 40 cents and of 3 cents per pound upon all of lesser cost was finally changed to a flat rate of 3 cents per pound regardless of cost.

The amount of the excise tax paid during the year 1921 by this industry showed a shrinkage of $7,169,849 as compared with that of the preceding year. The total of the excise tax paid by the confectioners in the first three months of the present year is less by $2,700,000 than that paid in the same period of 1920. This is partly due to decreased business and partly to reduced prices.

Considerable space is devoted in the report here epitomized to pending tariff rates upon imported essentials of candy production. A new term, the

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"bloc," has been coined to define groups of legislators devoted to the supposed advantage of classes. Such "blocs" are employing powerful influences to impose excessive tariffs to the detriment of the candy industry. These proposals are being watched and guarded against by the representatives of the association and the same may be said of the many questionable adverse measures which originate constantly in the state legislatures. The question of a tax upon punch-boards was considered.

The importance of an annual Candy Day, which is due upon October 8th next, was urged as the official opening of the busy autumn trade by the Secretary.

At the convention of 1921 it was advocated that suggestions should be sent in to the Executive Committee for an official slogan of the trade. Out of some two thousand such catch terms sent in twenty-five of the best were read by the Secretary at a meeting of the Advertising Committee held in Chicago on November 21st of last year. A slogan proposed by Mr. Price was voted the best and was adopted, subject to final action at the convention.

Concluding matters considered in the report of Mr. Hughes had to deal with details of the adjustment of excise tax refunds and other questions before the government, all of which will doubtless be settled in due time.

REPORT OF THE GENERAL COUNSEL

The common enemy of the General Counsel, who is the watchful sentinel of any great industrial interest, is the raw and usually prejudiced legislator who seeks unceasingly to find new targets for his lance. Such has been the experience of the General Counsel of the N. C. A. His business is to know of and head off measures detrimental to the interests of those whom he represents, and this means that he must be aware of what is going on at forty-eight state capitols. In addition he must intervene in the countless legal questions related to individual cases among members of the N. C. A. He must advise and co-operate with the General Secretary and be ever watchful of national legislation of interest to the confectionery trade. A case in point is the pending Haugen package bill. Another matter, recited at length, in the report of the General Counsel, relates to proposed changes in the details of the law regulating the use of alcohols as employed, in the industrial sense, by the trade. In this question, through the efforts of trade delegations led by him, any detrimental change was averted, no change being made in the method of taxing non-beverage alcohol or the rate of tax thereon.

Through representations made at Washington, also, the Prohibition Department issued a ruling that Prohibition Mimeograph No. 205 does not apply to manufacturers of extracts for use in the preparation of other manufactured articles. This decision was obtained, primarily, in the behalf of the National Manufacturers of Soda Water Flavors.

Since his report to the convention of 1921 the General Counsel has completed a revision of a number of the permanent legal circulars of the association, a work of great detail, involving, as it did, a study of the past and present laws affecting the confectionery trade in all of the states of the Union.

More than the usual grist of freak bills have been hatched, to the bewilderment of the confectioner, in some of the state legislatures since last summer. These have been systematically killed off wherever found.

From May 26th, 1921, to the beginning of the current year the General Counsel rendered opinions and reports on legislation to the number of 712. The number of bills received by him was 552. They originated in 29 states.

REPORT OF THE TRAFFIC SECRETARY

A general improvement of service in freightage is the one advantage to the trade, as reported by the Traffic Secretary. The carrying companies have effected, as a rule, prompt deliveries. Hoped for reductions in rates have not been realized. The expense of delivery continues to be a factor adverse to far-spread business and the uncertainty touching cheaper rates tends to postponement of a great deal of business. Trading, for the time being, is mainly local. Another disturbing influence is seen in unwise legislation affecting the welfare of the railroads. Intervention, upon the part of the Traffic Secretary, at conferences with classification committees and freight rate associations has resulted in the prevention of threatened advances. Important concessions secured included a special round trip rate for those attending the conventions at Chicago in the interest of not only the National Confectioners' Association, but also of the several allied associations.

Leading southern rail lines were authorized by the Interstate Commerce Commission to carry shipments of candy at an agreed valuation of 6 cents per pound regardless of its actual value, claims for losses being based upon that favorable rating.

Freightage upon sugar continues to be an unsettled matter. The Southeastern Express Company has reduced the rate upon chewing gum to the second class, the same as the tariff on candy. Cheaper transportation has been secured also for Virginia and Georgia peanuts.

The removal of the Federal transportation tax, as relates to freight and passenger transit by rail, has been accomplished at a great saving to business interests.

The general tendency of freightage costs, as well as of railroad fares, has been downward in the direction of pre-war rates.

The value to any great line of industry in being represented by a competent person before the various groups of officials which have the power to fix rates of transportation is evidenced by the concessions secured or in prospect through the efforts of our Traffic Secretary, who attended, within the fiscal year, not less than twenty-five hearings. In conclusion of his report the Secretary, referring to his continuous service to the National Confectioners' Association, covering a period of twelve years, testified to the constant assistance he has enjoyed from the officers of the association, this harmony having contributed, always, much to the advantage of confectionery interests everywhere.

THEATRE PARTY

The theatre party given at Cohan's Grand Opera House on Wednesday evening, May 24th, when the

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musical comedy of "The O'Brien Girl" was presented, brought together a large gathering which afforded the members an opportunity to rest their weary bones while enjoying a well presented play filled with tuneful harmony and many laughs.

THE BANQUET

The banquet was held Thursday evening in the ballroom of the Drake Hotel, the guests being seated at small tables holding ten each. The room was tastefully decorated and on each table rested a beautiful vase of flowers. The ladies were given a "corsage" of sweet peas. The entertainment, the features of which there were five, was held immediately after the banquet was over, and after the entertainment the chairs and tables were cleared away, and dancing was enjoyed, the music being supplied by Benson's Orchestra of Chicago. While several of the guests were arranging with the hotel management for further use of the ballroom, Miss Charlotte Rodda, daughter of Mr. R. E. Rodda, of Baltimore, rendered a vocal selection, playing her own accompaniment, which was thoroughly enjoyed by everyone present. The menu follows:

Tomato Suedoise
Cream of Mushrooms
Celery Olives Salted Nuts
Filet of Sole—Doria
Breast of Chicken—Becker
French Peas Potatoes, Duchesse
Salad, Alma
Toasted Crackers
Mousse Nelusko Cakes
Demi Tasse

LADIES' AUTO RIDE

On Thursday, the 25th, the ladies were taken on an automobile ride through the parks and around the city where they were shown the many magnificent and stately residences to the Hotel Moraine in Highland Park, where a well prepared and tempting luncheon was served.

In connection with the ladies' luncheon, Mrs. V. L. Price, of St. Louis, was introduced by Mrs. Ora Snyder, of Chicago, Mrs. Price making a short speech as ably as could have been made by her husband, Mr. V. L. Price, President of the National Candy Company. The souvenirs distributed were a small electric iron, box of candy and box of Dorin Face Powder.

The total registrations were: Active, 492; associate, 294; ladies, 282, and guests, 81, making a grand total of 1,149.

MANUFACTURERS AND RETAILERS CONFER

The committee, consisting of E. K. Rice, T. R. Blakeslee and William P. Reed, appointed by President Harris to meet a committee from the National Association of Retail Confectioners for the purpose of discussing a basis of joint action on matters of common interest to the two organizations, reported as follows:

"A meeting was held with Messrs. Mullane, Price and Asher, representing the retailers, when the subject was fully discussed and the desirability of such contact was made plainly evident. Such contact can be secured through the secretary's offices of both organizations inasmuch as the Retailers' Association is about to establish its secretary's office in Chicago. It was therefore unanimously agreed that the committees report back to their respective organizations a recommendation that in all matters of mutual interest the secretaries of the two organizations confer, and when necessary bring them to the attention of their respective Executive Committees. This, in the opinion of your committee, would bring immediate action on all vital matters inasmuch as action by the Executive Committee is necessary before committing the organizations to the support of any desired policy."

THE EXPOSITION

THE Second Annual National Confectionery, Soda Fountain and Accessories Exposition held in connection with the Convention was as big a success as was the first Exposition held last year at Atlantic City. The entire floor of the Coliseum in Chicago was taken up by exhibitors and the new decoration as supplied by the Expositions Company of America set off the exhibits in a splendor and beauty that have never before been seen.

In the evening dancing was enjoyed by all those in the Coliseum, the Exposition proper closing at ten o'clock. It was regrettable that the public who were admitted for a charge of 50c acted the way they did in taking from the exhibitors' booth candy, boxes, bottles of flavors, and anything that could be easily removed and was useful. The Tin Decorating Company, of Baltimore, as well as other candy box exhibitors were the largest sufferers. It is too bad that this happened as the exhibitors understood that proper protection would be given to their exhibits. The list of the exhibitors follows: Acme Steel Goods Co., Aluminum Co. of America, American Cocoanut Butter Co., American Oven & Machine Co., The American Plastic Products Corp., American Sugar Refining Co., The Aridor Company, Atlantic Gelatine Co., Franklin Baker Co., Jos. Baker Sons & Perkins Co., Bear-Stewart Co., Bendix Paper Co., Blanke-Baer Extract & Preserving Co., Emil J. Brach Machinery Co., The Bucyrus Copper Kettle Works, B. H. Bunn & Company, Bunte Brothers, California Fruit Growers Exchange, Candy Craft Shops, Inc., Candy & Ice Cream, The Candy Jobber, The Clarke Confectionery Co., Clinton Corn Syrup Refining Co., A. M. Collins Manufacturing Co., Confectioners Journal, Confectioners' Mercantile Agency, Inc., The Conley Foil Co., The Container Club, Continental Paper & Bag Mills, Cordley & Hayes, Downey, Turnquist & Co., T. M. Duche & Sons, Thomas W. Dunn Co., Eline's, Inc., Essex Gelatine Co., Fairfield Mfg. Co., Fortune Products Co., Franben-Oliston Co., The Franklin Sugar Refining Co., The Fries & Fries Co., Gallanis

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Brothers, General Electric Co., Gerrard Wire Tying Machine Co., J. W. Graf & Co., Grand Rapids Label Co., Green Circle Products Co., Haug & Co., Inc., The Hobart Mfg. Co., Hudson Mfg. Co., Ideal Cocoa & Chocolate Co., Improved Appliance Co., International Confectioner, Inc., W. K. Jahn Co., The Johnston Tin Foil & Metal Co., Kaltenbach & Stephens, Kay-White Products, Inc., The Kearns Gorsuch Bottle Co., H. Kohnstamm & Co., Lehmaier Schwartz & Co., Inc., Listerated Gum Corp., The August Maag Co., Menasha Wooden Ware Co., Merrell-Soule Sales Corp., Metal Package Corp., Milwaukee Paper Box Co., Milwaukee Printing Co., A. E. Myers & Co., National Aniline & Chemical Co., Inc., National Art Co., National Bundle Tyer Co., National Equipment Co., National Licorice Co., National Seal Co., Inc., The Northwestern Confectioner, The Nucoa Butter Co., E. & A. Opler, Inc., Henry H. Ottens Mfg. Co., Panay Horizontal Show Jar Co., F. F. Pease Co., Read Machinery Co., Runkel Brothers, Inc., F. J. Schleicher Paper Box Co., S. E. Schonwasser Co., H. Schultz & Co., Senneff-Herr Co., Sethness Co., Harold A. Sinclair, The Smith Scale Co., Snows Candy Corp., The Soda Fountain, Fannie S. Spitz, Stadler Photographing Co., Wm. J. Stange Co., Stein-Hall Mfg. Co., Swift & Co., The Candy Manufacturer Publishing Co., Tin Decorating Co. of Baltimore, United Chemical & Organic Products Co., United States Gelatine Co., Vacuum Candy Machinery Co., Voorhees Rubber Mfg. Co., The Vortex Mfg. Co., Warfield Chocolate Co., L. Weiscopf, John Werner & Sons, Inc., White-Stokes Co., H. O. Wilbur & Sons, Williamson Candy Co., Margaret S. Wilson.

Several firms had exhibit space in rooms in the Drake Hotel, these firms being the Snows Candy Corporation, Keystone Fruit Products Company, National Equipment Company, Hamlin-Fleischer Company, Package Machinery Company, The Cracker Jack Company, Ideal Cocoa and Chocolate Company, Williamson Candy Company, J. W. Greer Company, American Chicle Company, U. S. Foil Company, and the Package Paper and Supply Company. Across the street from the hotel, on Michigan Boulevard, Savage Brothers Company rented temporarily a store in which they had displayed several of their machines.

THE W. C. S. A. HOLDS BRIEF MEETING

The Western Confectionery Salesmen's Association met at the Drake Hotel, Chicago, on Monday, May 22nd, and passed a resolution that none of the members should solicit orders during the week while the other three national bodies were holding their Conventions. This was an act on the part of the salesmen that was fully appreciated, and which gave the members a full opportunity for sociability, and to be the good mixers that they are. The Association set up in a room on the mezzanine floor a radio phone which was enjoyed by all guests in the hotel.

The Midland Club, with about 200 members registered, had an informal meeting, but transacted no business. The clan merely bunched up so as to rub elbows the better and to make the other fellow understand that the other fellow was all to the good. It's some club all right, all right!

Convention Associated Retail Confectioners of the United States

THE Sixth Annual Convention of the Associated Retail Confectioners of the United States in accordance with previous announcement was held at the Hotel Drake, Chicago, on May 22nd, 23rd and 24th, and it was a most delightful, happy and successful gathering. Over 250 registered, 75 ladies being present, they giving charm to the scenes of activity. It was truly a representative company of the wide awake, better retailers from all sections who love their business and who are striving to place it on the highest possible plane, and who intend to make the word "Confectioner" synonymous with all that's good and pure. This is an organization that is officered by earnest men who are unceasingly working for the betterment of the business, and who are entitled to the personal and monetary support of every ambitous retailer no matter where located in this broad Union. No business man in this progressive age can live unto himself unless he wants to run the chance of being a rank failure. To prosper nowadays one must mingle with one's competitors and swap ideas, and the way to do so is to be a working member of one's trade organization.

The Convention Executive Committee was composed of W. D. Blatner, Chairman; William M. Bell, Finance and Advertising; Conrad Spoehr, Transportation; Frank Joseph, Housing; Emmet Boyles, Publicity; Mrs. Ora Snyder, Forrest H. Clarke, Entertainment. And they did their work well.

As we were not furnished with an official report of the Convention the following is a synopsis of the "doin's."

The Convention opened on Monday the 22nd, with President Ellwood B. Chapman, Philadelphia, in the chair, and Chester A. Asher, Secretary. Edward Gore, President Chicago Association of Commerce made the address of welcome, this being followed by reports of the President, Secretary and appointment of Nominating and other Committees. The reports of the officers gave pleasing evidence that the Association had expanded substantially and was in a most flourishing condition.

During other sessions Walter C. Hughes spoke on "Kitchen Shops" and urged the appointment of Vigilant Committees to clean out these undesirables.

W. A. Krafft, general manager of Buck & Rayner Stores, Chicago, gave a talk on better window and store displays. He argued against handling too large a variety of goods and to concentrate on a smaller. He also advocated the influencing of "men's" trade which he said could be greatly built up.

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Harry W. Taylor, President United Candy Co., Boston, presented his views as to how more candy can be sold.

Ellwood B. Chapman had for his text the Christmas rush.

Harry Vogelman devoted his time to the Master Salesman.

Wm. D. Blatner, Counsel and Secretary of the Chicago Retail Confectioners' Club, and the National Association's new Secretary (a wise choice) told about association work and the good that can be accomplished through a properly organized body.

V. L. Price read a paper, "The Retailer From the Manufacturer's Viewpoint" and in it directed attention to a condition which appears to be an increasing menace to the large manufacturers of candies, who are faced with successful competition by retailers who are able to make the goods themselves in stocking their counters and are thus independent of the big wholesale producers. This situation exists to a greater degree probably in the confectionery trade than in any other of the great industries. Mr. Price expressed the opinion that the salvation of the large manufacturer will depend, in the future, mainly upon the superior quality of his products. "At present," he said, "manufacturers are having their best business in bar and penny goods," syndicate and chain store distributors of candy of their own production, or which is made, under close figures, for them, dispose of the goods at popular units, one cent or a nickel, for instance, which is more attractive to the customer than the old lure of cut prices. Manufacturers are advised to take note of this object lesson in retailing. The old pound idea seems to be in the discard. Mr. Price indicated the wasteful folly of expenditures by retailers in costly and elaborate fittings of stores, which no longer impress the customer but the outlay upon which is mostly a permanent investment.

The Convention set up a "question box" which was used by a number of delegates who stuck in it queries about soda and luncheonette counters, ice cream. These questions all had attention during sessions.

The following officers were elected for 1922-1923: President, W. R. Cowan, Hartford, Conn. First Vice-president, George W. Bates, Canton, Ohio. Second Vice-president, C. A. Asher, Philadelphia, Pa.; Secretary and Treasurer, Wm. D. Blatner, Chicago, Ill. Directors: Ellwood B. Chapman, Chairman, Philadelphia; Charles G. Mullane, Cincinnati; E. A. G. Intemann, New York City; Preston MacDiarmid, Detroit; Fred F. Lord, Portland, Me.; Fred Sanders, Detroit, Mich.

Not all the time was devoted to work and standing around for there was plenty of healthy fun, diversion and pleasure for all. There was a theatre party and a special tour of the boulevards and luncheon at the Edgewater Beach Hotel for the ladies, and it was a galaxy of sweet femininity that did one good to gaze upon.

The main social affair, of course, was the banquet, held on Tuesday evening the 23rd. This took place in the French Room of The Drake and was a success throughout. There were sopranos, altos, bassos and tenors by the dozen and these, accompanied by the rest, made the walls echo and re-echo with many a catchy note. A book had been prepared with a number of parodies upon popular songs, and when they were sung with Chapman, Thorner, Ora Snyder, Frawley, Charley Mullane, J. O. Gilbert, Duffy, Hickey, Pa Meakin, Conrad Spoehr, Jansen, Cowan, Lord and Craig and Son, as the victims a good jolly laugh went up in which the victims themselves joined. It was a good Convention; and don't you forget it.

A pleasant incident of the retailer's convention was the presentation to Mayor Thompson, of Chicago, by Philadelphia members, of a large box, of keystone design and emblazoned with a liberty bell in gold and blue, which contained sixteen compartments, each of which held a pound of choice candies made in as many different factories of the Quaker city. Enclosed in the box, also, was a letter of greeting from Mayor J. Hampton Moore, of Philadelphia. The address of presentation was made by William Wainman.

Candy Trade Failures

During the Convention V. L. Price gave his fellow members something to think about when he quoted the following figures from the Confectioners' Mercantile Agency:

Year 1921

LIABILITIES

	Average	Total	
Manufacturers	$30,000	$5,770,000	
Jobbers	8,000	3,408,000	
Retailers	1,200	3,744,000	
			$12,922,000

	Number	Failures	Per cent.
Manufacturers	2,385	159	6.02
Jobbers	6,390	426	6.05
Retailers	48,300	3,120	6.05

January 1, 1922—May 13, 1922

LIABILITIES

	Average	Total	
Manufacturers	$33,000	$1,980,000	
Jobbers	9,000	2,808,000	
Retailers	1,500	2,115,000	
			$6,903,000

	Number	Failures	Per cent.
Manufacturers	2,126	60	2.09
Jobbers	5,864	312	5.03
Retailers	44,180	1,410	3.02

Failures so far this year average $1,556,288 per month. If continued at this rate, by end of 1922, total will be $18,675,456

43% increase over last year

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CONVENTION N. J. C. A.

THE National Jobbing Confectioners' Association met in Convention in Chicago as announced. In the absence of the President, Reid D. Painter, detained home by sickness, R. A. Thompson presided, and Joseph Miller filled his position of Secretary.

While there were but very few delegates present, yet complete harmony prevailed, and the opinion was voiced by Secretary Miller that as an Association of this kind is needed, and as the future for the organization looked bright every effort should be made to keep alive present interest and to enhance it in every possible way. The manager who was supposed to be the anointed one to lead the jobbers out of the wilderness and unto the land of milk and honey did not show up, so no report of his management was made.

The Secretary's report was as follows:

"We have to date 161 Class A membership in good standing, consisting of the Southern Wholesale Confectioners' Association, Milwaukee Jobbing Confectioners' Club, The Southern Tier Association of Binghamton, and the Northern Indiana Jobbing Confectioners' Association. Class B membership consists of 26 members, a total membership paid up and in good standing of 187 members.

"The receipts in dues amounted to $225.00. From the sale of emblems $6.00. Making a total of cash turned over to the Treasurer $231.00. Necessary disbursements ordered amounted to $117.20 leaving a balance on hand with the treasurer of $113.80.

"Several additional associations throughout the country have voted affiliation with the National body, but up to the present time I have been unable to obtain a list of membership and a remittance of dues.

"I would recommend that the By-Laws and Constitution be amended to a definite policy of a sliding scale for voting power of associations. An Executive Committee should be elected on the plan of the National Confectioners' Association with full power to act on all matters of importance. The office of Manager should be abolished, and the office of Secretary should be consolidated with that of the Treasurer, and one person elected to the office of both. The manager's duties should be assumed by the Secretary. By consolidating these three offices into one I believe it will minimize the red tape necessary to have things done, and will place the Secretary in a position to act immediately without taking the matter up with some other office which may have been working in conflict.

"An important amendment which I believe is essential, is the discontinuance of the official organ. As a National organization we must have the support of all trade journals. If the candy trade journals expect the support of the candy jobbers of the United States, who are an essential part of the candy industry, they must be willing to give their wholehearted support to the movement of organizing the candy jobbers of the United States, and I believe that we can get that support.

"For the office of Secretary a man well known in the candy industry should be elected. He should know the jobbing business from A to Z, so that he can talk candy and jobbing intelligently. The election of a man for this position who does not understand handling of confections wholesale would be a backward step in the successful working of the National Jobbing Confectioners' Association."

The Secretary's report was adopted and spread upon the minutes. A vote of thanks was given Mr. Miller for his work in keeping the Association alive, and also for his labor in preparing arrangements for the Convention.

A motion was made that the Executive Committee as provided for by the By-Laws shall consist of the officers and five other members, these five to be elected at the regular annual meetings. Carried. A motion was made that the Secretary cast a vote for R. A. Thompson, Binghamton, N. Y., for President; Louis Burnell, Charlotteville, N. C., Vice-president, and E. R. Hartman, Charleroi, Pa., Secretary and Treasurer. Carried and the Secretary cast the vote.

A motion was made that the President appoint four additional Vice-presidents and five members on the Executive Committee. Carried. Virgil P. Hollingsworth was appointed Chairman of the Executive Committee and Joseph Miller was made a member. The other three members are yet to be selected.

In addition to the above the Constitution and By-Laws were amended, and it was announced that the Association had accepted the Boston Association with sixty-nine members and four individuals.

The best work the Convention did was in revising the Association's Constitution and By-Laws (see below) and in the revision abolishing the office of Manager; the "charity" clause in the former By-Laws pledging half of the Association's needed income to keep a goin' a "kid" paper as an official organ, and eliminating the official organ entirely. Its dollars to doughnuts that no jobber ever wrote the dispensed with paragraphs, the presence of which in the By-Laws was not calculated to help the body.

In the ranks of the jobbers there are many men of brains, knowing what is wanted to stabilize their part in the distribution of confectionery, with executive ability, and who if entrusted with the affairs of the organization can make the body as a whole function for the good of all.

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The new officers are men of energy, and as they will be wholly free from the dictates of a "paper" manager, and are capable of bringing to themselves the support of the jobbers, they can put the National Association across if they will but give a deaf ear to outside ulterior influence. The year 1922-23 looks roseate for the organization.

THE CONSTITUTION

ARTICLE I.—NAME

The name of this Association is the National Jobbing Confectioners' Association of the United States.

ARTICLE II.—OBJECT

First—To lawfully promote the common business interests of its members.

Second—To create and maintain a spirit of harmony among its members and between its members, and the other branches of the confectionery industry.

Third—To take united action upon all matters affecting the welfare of the industry at large.

Fourth—To eliminate abuses, methods and practices inimical to the conduct of good business enterprises.

Fifth—To encourage modern business methods, systems and plans in the jobbing confectionery trade.

ARTICLE III.—MEMBERSHIP

The membership of this Association shall be limited to individuals, firms or corporations engaged mainly in conducting the business of wholesale confectionery.

ARTICLE IV.—OFFICERS

The officers of this Association shall be a president, five vice-presidents, a secretary and a treasurer.

ARTICLE V.—DUES

Dues shall be paid by each Class A and Class B members as provided in the By-Laws, Article No. I.

ARTICLE VI.—FISCAL YEAR

The fiscal year of this Association shall end on April 30th.

ARTICLE VII.—MEETINGS

The Association shall hold a regular annual meeting, the place and date which shall be determined by the Executive Committee.

Special meetings of the Association may be called by the President upon written request of the Executive Committee.

ARTICLE VIII.—ELECTIONS

The officers of this Association shall be elected by ballot at the regular annual meeting.

The officers shall be elected for a term of one year —and until their successors have been duly elected and qualified.

ARTICLE IX.—QUORUM

A quorum shall consist of 25 per cent. of the voting power of the membership represented by delegate or proxy—for quorum purposes only.

ARTICLE X.—AMENDMENTS

The Constitution may be amended at any regular or special meeting of the Association at which a quorum is present by two-thirds majority of the voting power represented.

BY-LAWS

ARTICLE I.—MEMBERSHIP—APPLICATIONS FOR MEMBERSHIP

Applications for membership must be made in writing and forwarded to the Secretary with remittance for annual dues, payable to the order of the Association. The form of application must be approved by the Executive Committee.

ELECTION OF DELEGATES

The election of delegates in both Class A and Class B shall be as follows:

Class A—Each membership association shall select one or more delegates to represent its entire membership in the affairs of the National Jobbing Confectioners' Association, instructing said delegate, or delegates, from time to time, as may be elected, and required in the manner in form he shall represent the said membership association interests.

Class B—Each Class B member shall be entitled to all the privileges as a delegate to any of the regular or special meetings.

VOTING POWER

Class A delegates shall be entitled to one vote for every five members in good standing in their local organization.

Each Class B delegate shall be entitled to one vote. Each association or club in class A at the time of their application for membership shall file a certified copy of the names and addresses of each of their members in good standing with the Secretary of the National Jobbing Confectioners' Association, and such list shall be duly sworn to before a Notary Public as being a truthful statement.

Once every year, sixty days prior to annual meeting, a corrected copy of said list of members shall be filed with the Secretary of the Association showing all additions and withdrawals, if any, same being sworn to and attested before a Notary Public.

HOW VOTES SHALL BE CAST

All votes shall be cast by ballot—or otherwise as provided by convention.

CERTIFICATES OF MEMBERSHIP

Each association or club or individual in both Class A and B, upon election to membership in the National Jobbing Confectioners' Association, shall be issued a certificate of membership duly certified and attested to by the President and Secretary.

Each individual member of all associations or clubs in Class A or B shall, upon the election to membership of his association, club or individual, be issued a membership card or emblem attesting to such membership.

ANNUAL DUES

The dues for each association or class A member-

(*Continued on page* 140h)

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Without stepping outside of your building you can sell Merchandise, Systems, Equipment, Material, Business,—or anything which may be of value to someone else in the Confectionery field, even though outgrown by you.

You can sell it by inserting a "For Sale" advertisement in the Business Opportunities Section of Confectioners Journal. These little advertisements form one of the market places of Confectionery men. Here buyer and seller meet.

Every dollar you can obtain from such articles is money which makes the profit ledger happy.

Make mental inventory now of the things you do not need and which may be very useful to someone else. Then write out a want-ad, telling plainly what you have to sell. Be specific. Your adv must lead the reader to feel that what you have is what he wants.

Then mail the copy and remittance to the Business Opportunities Department, Confectioners Journal, 411 Walnut Street, Philadelphia, Pa.

Remit 5 cents for each word to be set in light-face type or 10 cents for each word in black-face type.

You, then, will have started a good salesman to work for you.

Read the Classified advertisements following the text pages.



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BUSINESS BUILDING

A. E. PHARO

THE FOUR MAJOR POINTS

THE merchant prince, who owns several stores and who is selling several million dollars' worth of goods, is talking. He says the four major points of retail merchandising are: the location of the store, the personality and skill of the management; the merchandise carried and its pricing; the courtesy of the employes to the customers.

You will make much more money, friend dealer, if you will write these four points on a little slip and paste it where you will see it every day. And then THINK about it; think often; and act upon your thinks.

Come! I will make you an offer. If you will do as I suggest, and if it don't add more than a hundred dollars a year to your profits, I will send you a dozen large, red New York State apples, each as large as a watermelon, postage prepaid.

Consider the second point above—the personality and skill of the management. That means you and your work. This merchant prince says the skill of the manager can make a difference of at least twenty-five per cent. in the business of the store. What do you think of that? Are you skilful enough to make this difference; and are you continually keeping skilful so you are continually adding twenty-five per cent. to the business of the store? Are you?

Then there is the merchandise. Are you in continual training to be a good buyer? Do you buy by whim, or fancy, or do you make a rule to only buy what your customers will buy? And do you, when buying, repeat every minute the magic phrase, "buy only quick turnovers"? Why, my dear fellow, the mere repeating of this phrase will exert such an influence, it will cause you to buy so much more carefully, that this alone will add over a hundred dollars a year to your profits. Not counting the fact it might make you such a good salesman that you perhaps could get a job as buyer in a department store at a wage of twelve thousand per.

It is very evident I don't run the slightest risk of losing that dozen red apples, but I wish you would act on my suggestion above and tell me how it works out.

LET US DREAM AWHILE

FRIEND Clerk! Let us take a little journey into that beautiful land of dreams. Sit down, please. Close your eyes. Breathe softly. Compose your mind and make it receptive to happy thoughts. T-h-a-t-'s right! Now we're off!

Hello! We are in a busy land; not a sleepy one. A land of business. We are in a candy store—a clerk. It is wonderfully like the store in the Land of Wakefulness. But there is something different—vastly different. Soon we discover the difference is in us. We do the same things, only they are play, instead of work. We actually enjoy them, even though they could be called drudgery. We do them the very best we can, take pleasure in the doing, hum happy little songs as we play. How different from the other land where we had little heart in our tasks, were not completely happy, saw no future! Time passes. Our employer commends us. Says we beautify the store, attract customers, increase his trade. He advances our wage. Again, again, and still again. More time passes. He says we have developed a wonderful efficiency and admits us into partnership. We play at our work with more pleasure than ever. We suggest changes and improvements. They are adopted and draw more trade. We suggest moving to the fashionable shopping street into a fine store. It is done, and we sell the finest goods to prosperous people. The business is very prosperous. We suggest opening a branch store on the same street four squares away. Much discussion ensues, for it is feared it would draw trade from our present store. But the branch is opened. It is a great success, and it hurts our main store nary a cent. Another branch is opened on another busy street, and success attends it. Our partner has such confidence in us that he gives us the management, and our prosperity enables us to live on the fat of the land. And we tell ourselves it is a great world if we are lucky and a great life if we don't weaken. Then we awake.

And if we are real wise—as wise as we think we are—we will see that a clerk in a candy store has opportunities of success, if he will only turn his work into play and play to the best of his ability.

AN IDEA WORTH ADOPTING

THE next time you visit a large city do not fail to take a stroll through one of the five and ten-cent stores. Particularly note their candy department. You will see large glass receptacles which hold say a bushel of candy in the mass, each receptacle having one kind of candy. Convenient to the

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hand of the clerk are half a dozen bags of the candy, wrapped up, and surmounting them is a price card, reading in large letters, "10 Cents." At the bottom of the price card are small letters stating that it is 10 cents for one-quarter pound, 10 cents for 5 ounces, and such.

The point is that the purchaser can for 10 cents buy a bag of candy, some bags containing more and some less, according to the value of the confection. Please note that you will not see any pound boxes, with price cards of 60 cents, 80 cents or $1.00, like in the confectionery windows.

What is the result of this new selling method? Why, the result is that they sell two or three times as much candy as they would if sold by the pound. Everybody likes candy. Everybody wants it, for the habit of eating candy has become more general than formerly. If persons have eaten a light lunch and are a little candy hungry they do not want to purchase a whole pound of candy when they wish to eat only a couple of ounces. Therefore a pound box offers no temptation to them. But if they can stroll along the counter of some store, make a selection from half a dozen different kinds of candy, throw down a dime, pick up a bag and walk off munching its contents, they are prone to do so again and again, and still again and again.

Why not adopt this suggestion in your store. You can easily make a few bins in your show window, each of which will hold, say a peck of loose candy, one kind in one bin. Then put ten cents' worth in a few paper bags, put a price card on the bags, and a placard in the window inviting the public to come in and buy a little candy after lunch. It will make sales. It sure will.

MIRACLE WORKERS

I'M DAFFY on Ideas, though I welcome the idea of refraining from being daffy on any subject. But Ideas are such transcendently valuable things that we can look with sympathy on any one who is daffy over them. For an idea—a little, simple, plain idea that can be wrapped up in half a dozen words, is often a veritable miracle-worker. Hundreds of examples could be quoted to show that a simple idea has often made kings and dethroned them, brought victory to weak armies, and routed mighty legions. You can recall a dozen instances where an idea has caused a little one-room business to grow and expand into a great mercantile establishment, employing thousands of people. You can name instances where a struggling business, teetering on the precipice of failure, has been saved and made prosperous by the application of a little idea, just as a human life has often been saved by some simple little remedy.

A great merchant chained my attention the other evening in his talk to business men by paying high tribute to the importance of the subject on which I am daffy. He opened his remarks by saying: "I am always hunting for new ideas." Please note that he is "hunting" for them. He don't sit down and wait for them to come to him. He don't compel them to bore through an armor of bone to get into his thinkery. He puts on his hat, tightens his belt and goes hunting for ideas. He follows their spoor over hill and dale; and when he sees an idea he is off like a shot. He chases it down, captures it, takes it home, trims off its useless parts, makes it his slave and sets it to work in his business.

And what is the result? Why, seventeen years ago he had one dinky little store. Today he has over two hundred, and last year he sold over fifty million dollars' worth of goods. Do you wonder I am daffy over ideas when they do such work as this —and do you wonder why I try to make you daffy, too?

History of Electric Light

HUMPHREY Davy produced electric light with carbon points in 1802. In 1845 J. W. Starr, of Cincinnati, filed patent for a "divisible electric light," but was so excited by his success that he died. Jules Duboscq's electric lamp was exhibited at Paris exhibition in 1855. Westminster bridge, London, was illuminated by Watson's light in 1858. A magneto electric light invented by Prof. Holmes was successfully tried out at South Foreland lighthouse, Dover, England, 1858. In 1859 M. G. Farmer lighted a parlor in Salem, Mass., with electricity. Gaiety theater, London, was illuminated with electricity in 1878. A year later Thomas Edison produced an improved light. Electric lights were experimented with in many cities almost simultaneously and by 1880 Milan, Rome, Paris, Tours and Marseilles and several other European cities had adopted them. Between 1882 and 1885 most of large cities in this country followed suit. Washington had two electric lights in front of a hotel in 1879.

A Wise Delay

A WELL known corporation executive who in his younger days was a salesman for the company of which he is now the president, entered the office of one of his best customers. Upon being told to wait as the prospective buyer would return from an appointment with his dentist in a few minutes the salesman decided to call another time. "Why not wait," queried the buyer's assistant, "I'm sure you won't have to wait long." However, the salesman came back a few days later and related his experience to the buyer. "You acted wisely," said the latter, "for I was is no mood to place any orders after my session with the dentist. Now I am ready to give you a good-sized order."

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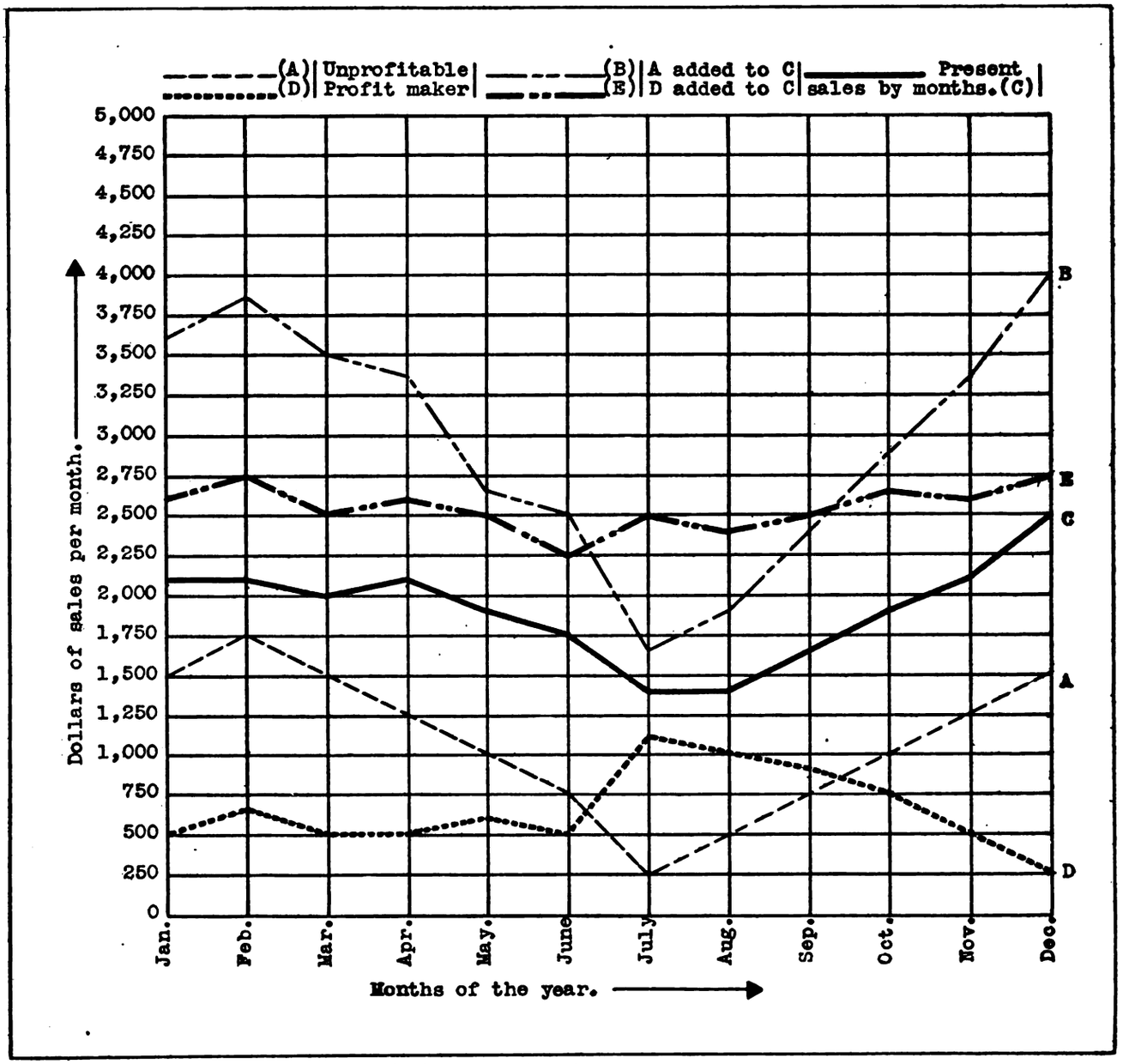
Illustrated Bookkeeping

FINDING THE PROFIT MAKERS

IF ANYONE doubts the value of searching for the real profit makers let him compare the prosperity of and the rates charged by the gas and electric companies during the past ten years. He will find that since the war the electric companies have been selling current at a relatively lower price than the gas companies have been selling gas.

opinion the principal reason is that for the past twenty years the electric companies have been searching for and supplying the most profitable markets while the gas companies have merely sold their gas wherever they could sell it.

In the electric light industry one will find vast numbers of charts and graphs that have been drawn to analyze markets and profits. In the gas industry



C represents the actual sales. The confectioner can add a line of goods the sale of which is pictured by curve A, or he can add a line the sales of which are pictured by curve D. The margin of profit is the same on each line. A, however, will not prove as profitable as D because when A is added to C we get the curve B, which less nearly approaches a straight line than C. When D is added to C we get E, which is much more near a straight line than C. The line D then will prove the real profit maker. When adding new lines to the stock it is well to make pictures of the prospective sales and add these sales to the present sales. If the final picture shows more uniform sales, then the line is sure to prove profitable. If it makes the total sales less uniform, then it may prove unprofitable.

Both gas companies and electric companies may be depending upon coal as their raw material yet the electric companies seem to be more prosperous than the gas companies. One reason for this and in my

only a small number if any will be found. The electric industry has been making pictures of markets and of profits, the gas industry has been taking things as they come.

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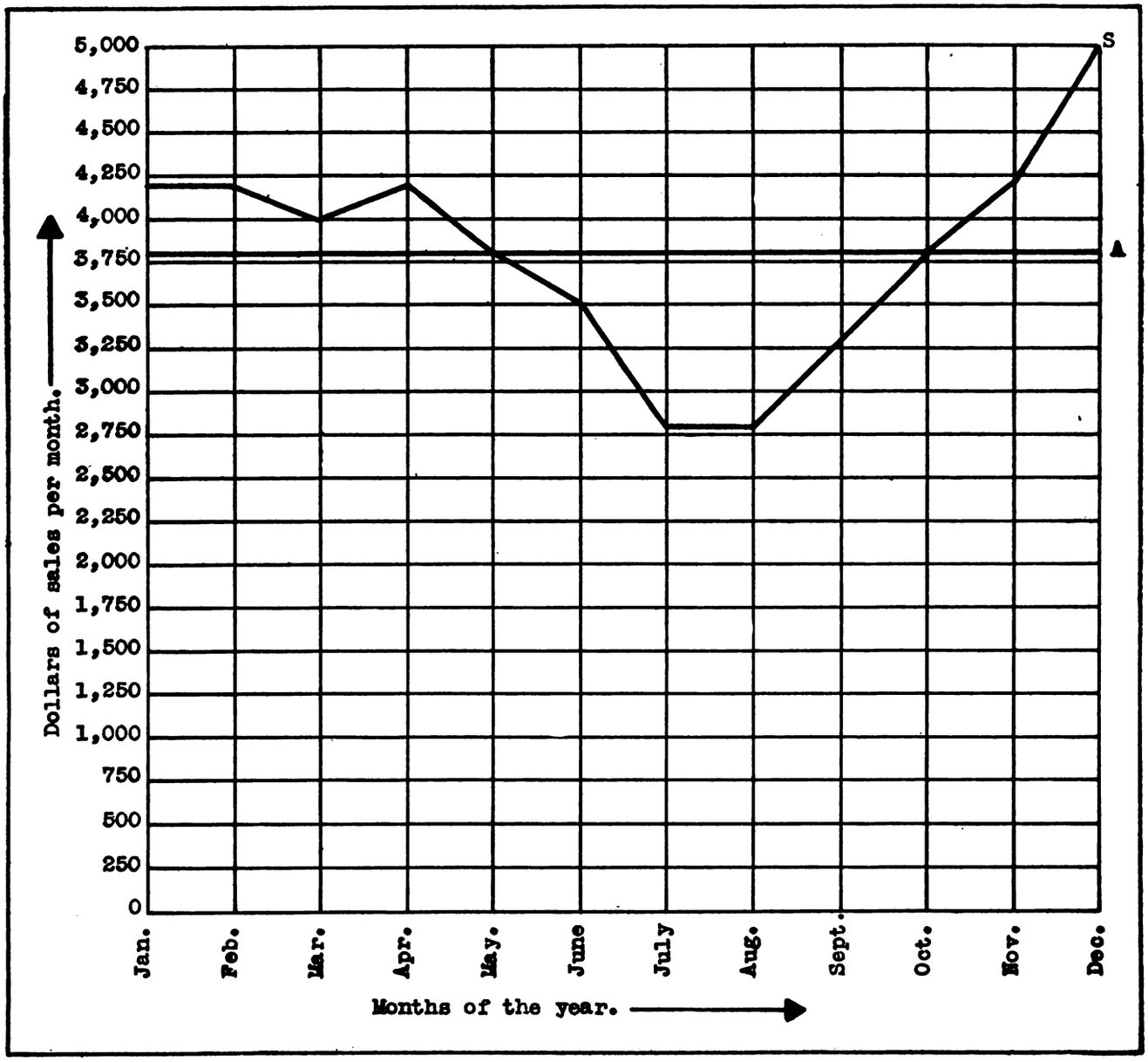
The confectioner who makes no effort to search out his real profit makers is almost certain to find it more difficult to weather business depressions than the confectioner who has studied his business with a view to which are his profit makers and which are not. On the face of it one might think that finding the profit makers was the easiest thing in the world. A few pictures made from data collected, however, soon brings out many factors that otherwise would not be considered.

Were it possible for a confectioner to confine his stock to goods for which there was a steady demand throughout the period his store is open, a demand that did not vary from hour to hour, day to day, week to week, month to month or year to year, he would be able to make a fortune in a very short time. His investment in stock would be small, his turnover large, his clerks would always be busy and the floor space needed would be very small compared to the volume of sales. As a result he could not fail to make money.

One step in finding the profit makers then is to do what the electric light companies have been doing. In other words draw what they call a load curve. Divide the stock up into different divisions and then gather data in regard to each division. Another way is to take a representative item, a certain brand of candy in each division and find out all about that.

Learn just what the sales are during different hours, different days, different weeks and months. Then draw a curve to show just how this varies. Other things being equal that class of goods showing the straightest line as a sales curve is going to be the one that shows the greatest profit because it is possible to secure a larger volume of sales with a given expense in overhead and investment in stock.

These curve pictures are the ordinary curve pictures that have already been described in previous



The curve S shows the actual sales of a candy store. The line A shows the average. It is obvious that if the sales could be uniform each month of the year, more profits could be made. If a line could be added that would make the sales more uniform, that line would prove profitable even though it did not show a large margin of profit in itself. By making a picture of the sales and studying them, it is often possible to find ways of making the sales more uniform.

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articles. Write the time scale along the lower base line and the sales scale to the left of the left vertical line. Next locate the dots and connect them to form the curve.

Of course no single item of stock is going to result in a straight sales line across the sheet. It will go up and down during different hours of the day and different seasons of the year. This is the case with anything that is sold. The curves of all the different items the confectioner sells, however, will not be the same. Some will go up while others go down and vice versa. The stocks to push are those composed of those goods the sales curves of which when added together come most nearly to forming a straight line.

For the purpose of finding out just what these are it is often necessary to plot the curves of several items on the same sheet. First find the data on a number of different items and then select those which when added together promise to form a comparatively straight line or at least will most nearly approach a straight line. Now plot all of the curves on the same sheet. Then add together the values of all the dots on each vertical line and use these as the values to find dots in a new line to be plotted above.

After trying different combinations it will be found that there is one that more nearly approaches a straight line than any other. After this is found it is obvious that provided there is no good reason why this combination should not be made the leaders, this combination is the one to push and to advertise. If the relation of sales can be held the same or varied to make the combined demand make a still straighter line in the picture then the volume of sales for the overhead is bound to be greater. It is idle stock and idle clerks that drive up the cost. If the clerks can be kept busy every minute of the day and every day in the year and if the stock can be kept moving rapidly profits increase.

The faster the stock can be moved the fresher it also will be and the more trade will be attracted on this account. Therefore, it is highly important to know beyond a question of a doubt and not merely guess what stock or combination of stocks will result in this condition.

The data needed for this investigation can be secured in many different ways. One way is from sales slips upon which the date and time of sale appears as well as the goods that have been sold. If such sales slips are made of all sales the minutest investigation can be made. It is then merely a matter of tabulating these slips and making pictures of the data that has been tabulated.

If the store is divided into departments and a cash register is used in each department, then hourly readings of the totals shown by the cash register will give data to work with. Any record of sales that not only shows the cash received and the goods sold but the date and time answer the purpose.

It would be a mistake, however, to rely entirely upon these sales pictures to find the profit makers. Another class of picture is also needed. Find out what all the carrying and sales charges are for the goods represented in the curves that are being drawn. Charge up against each item everything that can be charged against it, the full share of rent, light, heat, clerk hire, money invested in stock, spoilage and everything else. Consider all these items for the period represented by the curves that are drawn. Then make a bar picture of this data.

In this picture the expenses may be represented by a single bar, by a single bar divided into sections to show what each item amounts to or by a single bar representing the whole and other bars representing the individual items of expense. Ordinarily the picture will be sufficiently comprehensive if a single bar showing the total cost is shown. Alongside this bar draw another showing the total sales. The difference in height between these bars will then represent the profits.

On this same sheet it is well to show pairs of bars showing the expenses and the sales in the case of each item or department represented by the curve picture upon which a number of curves are drawn. A comparison of the two will soon indicate those goods that are certain to show the greatest profits. There may be a number of different brands or stocks that show much the same sales curves but do not show the same difference between volume of sales and expense. The profit maker is the one which shows the most satisfactory sales curve and at the same time the greatest profit.

Group as leader those items that meet the requirements in both respects and a combination results that if pushed to the utmost is going to make that store more than ordinarily prosperous. Frequent searchers, however, must be made in order to make sure that some other combination will not show better profits or that certain changes will not have to be made to secure the very best results.

It is not necessary, however, to make continuous records such as these. Profit searching pictures are merely test pictures that are made up from time to time to make sure that the sales pressure is being applied where it will do the most good as far as making profits is concerned. Such pictures need to be made only often enough to indicate that the profit makers are the ones that are being sold.

The first time the confectioner makes such a study of his stock he is likely to meet with many surprises. Quite often one finds that certain lines upon which he thought he was making a goodly profit are not such great profit makers as he thought. On the other hand some other goods do show surprisingly satisfactory results. It is a case of gathering the data and making the picture if one is to know exactly what he is doing. If a sales system is adopted that supplies the data all the time then it is merely a matter of making an analysis and drawing the pictures at any time things don't seem to be going just right.

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The Stroller

HAVE A HEART

GEE I must be getting old or stale or sick or something. I sure can't stand what I used to, and that's no joke.

You know there's a brand of customer that if he don't want to buy, don't know how to do anything but knock your stuff. That's the only come-back he's got when you try to sell him. "Your goods ain't any good, or your house ain't any good, or I don't like your face," or something like that.

Well, I used to could stand that without turning a hair, but by gee, I can't do it any more. Nowadays I get hot and fire some hot shot back and have a fierce tongue fight and then I have to go change my shirt because it's all sweat up.

Last week I went into a customer's of mine to try and sell him a line of new nickel goods. Best line we ever put out, good stuff in a bully big package. We pared the profit awful close so as to make a big killing with 'em.

I went into this guy all set to get his order.

"I wouldn't touch 'em with a ten-foot pole!" was the kind little message he threw at me after I done him the favor to show him the goods and offer to let him buy 'em.

"Why not?" I said, "they'll get every kid's trade in 50 miles."

"Don't want the kids trade! More bother than it's worth! Never was any money in it!"

By this time I was getting a bit het up. I told you I couldn't stand what I used to.

"Gee I'd be afraid to have my kid come in here for fear you'd bite him," I said, "talking that way."

"Stuff don't look good anyway," he went on. "Get all gummed up first warm day. Wouldn't handle it for anything. You people are always putting out some fool thing there ain't any sense in."

Like getting a birthday card on your birthday, "You got one less year to live. Goody! Goody!" I felt fine over it. Ten years ago, or maybe even five, I'd give him some ladylike little come-back, but as I say I can't stand it any more. So I let out and I told him a few little things. They wasn't ladylike at all. I think one thing was I offered to bet him ten thousand dollars he couldn't tell what his own name was at 3 o'clock in the morning. That was cute, too, wasn't it?

Trouble with me is when I get all het up this way, the top of my skull, being all naked as it were, gets a nice bright red and looks terrible. This customer (that is, he *was* a customer before I panned him) after we'd been jawing for a spell stopped all of a sudden, looked at me and said, "See here, looks to me like your head was about to get on fire. Don't let it blaze in here. Run down to the fire house and let 'em turn the hose on it."

Well that done me up for fair, and filling the store with loud sobs I took me little sample case and went out.

That night I went around to set fire to his house, but I thought better of it and went to bed instead. I was sore as a boil at myself and sore as a boil at him. It was a rotten day all the way through, but I found out the reason that night when I went to bed. I had one of my socks on inside out. They tell me that never fails to raise heck with everything.

But now I want to say a word to you boys that's meeting salesmen all the time. I want you to feel for the boys that's away from home selling goods on the road with one or more families at home that they got to get food and drink and roofs for.

Don't knock 'em. If you could go back just once to the little hotel room at night and find your carcass all black and blue from kicks and knocks that you boys have handed out during the day, if you could see us crying so hard that by 2 o'clock the room was afloat and you had to tread water till morning, oh my good gosh, gents, but you would understand what I mean.

What I mean is this—if you don't want to buy our stuff, don't buy it, you got a right not to, and there ain't anybody can take it away from you. That's the reason why there ain't any call to knock anything—just say you don't want to buy, that's all there is to it, and let it go at that.

It ain't necessary to say "why the stuff's no good," or "that's the rottenest looking package I ever saw," or "I never did like your house," or "you people must be fools to think we could sell that stuff," or "I wouldn't have such stuff as that on my shelves," or "my gosh why will a first-class house send a fat head like you to represent it," and so on and so on. I ain't writing any funny story here. I've had all these things said to *me* time and time again, and so has every other road man. My gosh you boys don't know what it means! The right kind of a chap when he goes out to sell goods, is as absolutely sold on 'em as he is on his wife. When you keep knocking 'em all the time you're the same as saying "no I don't want you to bring your wife to my house, I don't want to meet her for I don't think she's any good." That's just about the way it sounds all right.

So have a heart, boys, and if you can't say something pleasing about the poor salesman's stuff, why don't say nothing, will you please?

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The "Mainspring" of Confectionery

EDWARD CONNER, LONDON, ENG.

A KNOWLEDGE of sugar boiling may be considered the backbone or "mainspring" of confectionery, and requires much practical knowledge in consequence of the changes that the syrup undergoes at different temperatures. At one period, or stage, it is suitable for making jams, jellies, preserves, liqueurs; at another it crystallizes; and at another it makes rock, drops, barley sugar, etc. All these must be most carefully studied and thoroughly understood, together with certain technical terms used in the trade for expressing these stages. Though some slight difference of term may exist in different countries, counties, towns, or even factories, the principle in chief remains the same all over the inhabited world.

Water boils at 212 degrees Fahrenheit, and that is the most convenient temperature for dissolving sugar, hence we may start our boiling at the time when the sugar is all dissolved, and yet no further change has taken place. The syrup we start with is made up in the following proportion: 2 lbs. of refined sugar (sugar cane) to 1 pint of distilled water. Sometimes cane sugar may be melted without water, but such cases are exceptional, and very rarely practiced in confectionery, as it requires a heat of 320 degrees Fahrenheit, not easily obtained in an ordinary sugar boiling furnace.

As water boils and is converted into steam at any degree of temperature above 212 degrees, it stands to reason that as the temperature rises beyond that, the evaporation becomes more and more rapid, until such a height is reached that it may be conjectured that little or no water is existing in the syrup besides that which requires the highest temperature to drive off—that is, the water that is in chemical combination in the body of the sugar itself. Once free the sugar from this water, and you have little better than carbon or burnt sugar remaining. Sugar, without added water, melts at 320 degrees Fahrenheit, any rise of temperature above that liberates the water of the sugar, and carbonization directly ensues. This water of the sugar will be better understood if we explain that any substance whatever, that is capable of being crystallized, contains in its composition a certain amount of water. This is known to chemists as the water of crystallization.

Dr. Hassall gives the following analysis of crystallizable sugar:

	Raw Sugar	Refined Sugar
Cane-sugar	89.22	99.858
Corn syrup	3.69	none
Water	5.84	0.128
Suspended matter	0.12	none
Mineral matter	1.13	0.014
	100.00	100.00

From this table it will be seen that the amount of water is sufficiently appreciable to prevent the sugar burning, until it is subjected to a temperature at which sugar would melt, that being in reality the period of giving up its water. One degree above 320 degrees Fahrenheit, the melting point, the freed water evaporates, and the sugar is burned and utterly destroyed, there remaining only the ash or carbon.

Between these two points then, boiling water (212 degrees) and the melting point of sugar (320 degrees) are to be found the stages so important for the confectioner to observe, and which are given in the following table. It is necessary to mention here that a thermometer will be found quite as reliable as the more simple but primitive processes described below:

212 degrees Fahr. *The Solution.*—We start with the temperature at which the sugar will be dissolved, and continue raising the heat from that degree.

215 degrees to 222 degrees Fahr. *The Smooth.*—At this point the sugar may be used for crystallizing creams, gum goods, and liqueurs.

225 to 230 degrees Fahr. *The Thread.*—This stage is subdivided into the little and great thread. If you dip the finger into the syrup and apply it to the thumb, the tenacity of the syrup will, on separating the finger and thumb, afford a thread which shortly breaks, and this is the little thread.

If the thread, from the greater tenacity, and consequently greater strength of the syrup, admits of a greater extension of the finger and thumb, it is called the greater thread.

230 degrees to 235 degrees Fahr. *The Pearl.*—Which is denoted by the thread admitting of being drawn out without breaking, to the utmost separation of the finger and thumb; this makes candied sugar.

235 degrees to 240 degrees Fahr. *The Blow.*—This is obtained by heating to about this temperature, and is ascertained by dipping a skimmer with holes into the syrup and blowing through them; if bubbles are perceived, what is termed as the blow is arrived at.

This stage can hardly be regarded as of any great importance to confectioners, beyond that of indicating how far the boiling has proceeded.

240 degrees to 245 degrees Fahr. *The Feather* implies more numerous bubbles, and then the surface will begin to fly off like feather flakes, and the skimmer is quickly tossed about. The syrup at this stage is useful for making fondants, rich creams, creams for chocolates, and for candying fruit.

250 degrees to 255 degrees Fahr. *The Ball* admits the syrup to be rolled into a ball as follows: Dip the finger and thumb into water and then the

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tip of the finger into the syrup and into the water again. In this condition it is useful for making coconut ice, candies, and most sugar grained sweets.

310 degrees to 315 degrees Fahr. *The Crack* denotes that it does not stick to the teeth when bitten, but cracks as in the case of all kinds of drops, toffees, rocks and clear goods. To know when it has obtained this degree, dip a teaspoon or skewer into the sugar and let it drop to the bottom of a pan of cold water; if the sugar remains hard it has attained to the degree termed crack.

320 degrees Fahr. *The Caramel.*—This is the highest degree at which sugar can be kept on the fire without burning, or carbonizing, as it is more correctly termed. In this condition it forms a very elegant covering for sweetmeats, and forms the class of confection known by that name "Caramel," as introduced some thirty-seven years ago into England from America.

It must be here explained that the degrees of temperature given for each stage are approximate only, and may differ by some portion of a degree or even as much as one or two; but on an average they will be found reliable. The foregoing table refers to syrup made by dissolving sugar in water to the proportion of 2 lbs. of sugar to 1 pint of water. At 212 degrees the water without sugar would boil. It is therefore given off in evaporation, and as the temperature rises, the water is given off more and more rapidly until the caramel stage is reached, when there is little or no water left. Hence the sugar carbonizes.

A very good and practical authority on sugar-boiling tells us that the syrup employed should sometimes be clarified, which is done in the following manner: Dissolve two pounds of loaf sugar in a pint of water; add to this solution the white of an egg and beat them well. Put the preserving pan upon the fire with the solution; stir it with a wooden spatula, and when it begins to swell and boil up throw in some cold water or a little oil to "damp" the boiling; for as it rises suddenly, if it should boil over, it would catch or take fire, being of a very inflammable nature. Let it boil up again, then take it off, and remove carefully the scum that has arisen. Boil the solution again, throw in a little more cold water, remove the scum, and so on three or four times successively, then steam it. It is considered to be sufficiently boiled when some taken up in a spoon pours out like oil; and when a thin skin appears on blowing upon the syrup it is judged to be completely saturated.

The same authority goes on to say: "The principal thing to be acquainted with is the fact, that in proportion, as the syrup is longer boiled, its water will become evaporated, and its consistence will be thicker. Great care must be taken in the management of the fire, and that the syrup does not boil over, and that the boiling is not carried to such an extent as to burn the sugar."

Although the foregoing remarks refer to the manufacture of confectionery on a small scale, they are equally applicable to the same production on a very much larger scale. They give the methodical process that must be employed to make pure confectionery syrup, and may, and no doubt generally are, modified according to the fun and fancy of the maker; some operators may be content to use not only unrefined or raw sugar, but even molasses.

Instead of loaf sugar some have only used brown sugar, which they have clarified to do as well as refined sugar; by mixing with the solution some powdered charcoal, which is boiled with the sugar.

He Plays His Business

AND that's the story of Charles Axel Smith all through his business career—one obstacle after another. In fact, that's what put him where he is today.

"Obstacles," he says, "are like steps of a ladder. When you overcome one it shows you are climbing. A man who has gone through life without overcoming obstacles has probably remained on the ground where he started.

"I guess it's my optimism and the enjoyment I get out of my work," Smith believes. "I've never made work of my business. With me it's a game and I have always found my biggest enjoyment, outside of my family, at my desk. I can play golf, but my business is a bigger game to me. I don't mean that a man should let his business run him, though. And if you're in something you don't like, get out. Old as I am, if I found I didn't like my work, I'd get out and into something new that I did like. A man can't succeed otherwise. And don't worry—it won't help any. If I had worried much I wouldn't be on the top of the ground today."

Perhaps you are debating with yourself whether it's worth while to make the fight, or to lie down and wait for the obstacle confronting you to walk away of its own accord. If so, try Smith's plan and climb over. He'll tell you an obstacle never appears so big when you're over and looking back as it does when you're sitting down in front looking at it.

Farmers Going Into Ice Cream Making

A CORRESPONDENT of the *New York Times* reports a campaign launched under the efforts of the Dairyman's League Co-operative Association, in the State of New York, to promote the farm production of ice cream upon a large scale. It is claimed at the Utica headquarters of the Association that nearly 300 store keepers have agreed to handle the farmers' output of this commodity.

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Comments of Tokorimo Shan

Hon. Editor
Confectionate Jurnal.

I HAVE wonnerful new radyio set which are latest invenshun of distrackshun that sometimes works and sometimes doesn't, genrally failin dismally when you want to show off before friends. I have been tole that posserbillities of radyio are unlimited for the edjercashun of the masses and it was with desire to improve sadly depreciated mind that I invest eight dollers and ninety-five cents in magnifercent outfit. Last night it was nounce that at eight o'clock perfesser Gushbum would deliver his impressive leckture on the subconshus posserbilities of the ultermate ego and I was feverish to hear distingwish man. I set things as directed and I hear grate man unfold his misterrus message. It go like this as long as mentality low me to listen in without fateeg: "The superman ultimately will be the product of psychic environment, and in the future centuries—Oh, sahay ca-han you see, by the daw-hans early light showers and northerly winds will prevail over this section and hogs are nine and a half cents with brisk demand that Ruth be reinstated, April Showers bring May flowerssss—this is XYZ talking on 360 meters—Giants defeat Chicago 450 to 500 killed in a railroad accident caused by white mule exploding two teaspoonfuls of sugar and a cup of flour after which you set on the stove and stir constantly—and now my good little boys and girls I will tell you the wonderful story of Back to Mother's Knee, by request, and after all why are we here—Battling Kid and Knock Em Cold Googan will spar eight rounds for Charity my friends is the greatest of human virtues and I appeal to you in the name of the bucket shops which infest this community are the Song of the Sea Gull, and on the other hand the actions of the interstate commerce commission are responsible for—the railroad blues—reshfgazz yufshuffs, wazzzz. jazzzz, wyrceftshy, wooo of shuyers, wzzztyg, bzzz, bzz, bzz."

I enjoy it most consolingly and figger that in few years I shall have the equal of a college edjicashun. Of course it got little confusin long at the last and I not quite get the drift of gentleman's remarks, but if them Russhin or Polish stations had not a butted in on some wave length doubtless i would have got complete leckture which was verry enterainin.

I say to frend what I know have install fine complete radyio stashun, "What in your opinyun is greatest thing that are possible with this new invenshun?"

He say to me feelingly with warmth of expreshun, "The greatest thing about radyio is that you can shut it off when you please and the dam thing can't call you up like the telerfone can."

I understand that the halls of congers are to be fitted up with sending apperatus and fore long when we want to listen in at noble speaches it will be posserble. I say when congers invades sacredness of home it are time to enthrone our liberty again. Some of the fights they have might be entertainin but as a genral thing it would be purty dull. If they do this thing I shall throw my set in the alley, human endurance has its limmits.

Some times I are ashamed of ignorance which i possess. I allus thought that Cohn & Doyle was a vawdville team and now I unnerstand that he are a great brittish writer what wrote bout a detective call Sheer Luck Homes and that he have come over to this country to tell us bout departed spirrits. That is way with them forriners right away as soon as they land they commence a knockin the amendment eighteen, I persume because they didn't bring along enough to last em through the dry spell.

Well, this Cohn & Doyle he have come this time not to tell us detecktive stories but to instruck us on the misteries of the be yond, for he claim to have hold conversashun with people who have dide, which are moderately safe statement to make because there ain't anybody can prove that he didn't. He say it pane him to the heart that there are so many fake mediums are a fleecin the public, but there ain't no way to tell the false from the true since the messages are pracktically the same. I ask my frend what he think of spirichalism and he say, "All men are entitle to believe what they choose and if Cohn & Doyle say spirrits talk to him I ain't a disputin his word. However, I have heard sevral spirrit messages and all I can say is that if the dead can communnycate to us they have never been able to impart anything beyond the mental plane of the medium and the stuff they tell us grades about as high as the average eight year old child can think."

Cohn & Doyle he say that spirichalism are going to be a great moral force but it are not going to offer any oppertoonities for finanshal proffit. He say nobody are a going to make any money out of it. This are good news to most of the publick, but it ain't a goin to make him poplar with the mediums. If there wasn't any silver collections a lot of fat mediums would be scrubbin office floors for a livin. I live in hope that some day Cohn & Doyle will put Sheer Luck Homes on the trail of Laughing Eyes the grate Indian control. If he does he is a going to put a lot of his earnest co-workers in jail.

Personally I think spirichalism is foolish.

Hopin you are the same

TOKORIMO SHAN.

P. S. My frend are a grate politkal enthoosist but i am fraid I am not up to date on much of doings.

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He say to me while back, "Are you not intrested vitally in this New Beverage fight in Indianny?" And I say "No. There are so many of these here soft drinks a comin on the market that I can't keep track of them."

Annual Convention Pennsylvania Confectioners' Association

THE annual Convention of the Pennsylvania Confectioners' Association was held in the Penn Harris Hotel, Harrisburg, Pa., on May 1st and 2nd, and while, for many reasons, the attendance was not as large as expected, yet some sixty firms out of a membership of about one hundred twenty were represented.

As at all these Conventions, enthusiasm and good fellowship prevailed, and as President Heckerman remarked: if all the candy dealers could get together once a year, or a couple of days, without any program at all, he felt that this "rubbing of elbows," this meeting one another from various sections of the country, talking over problems, and finding out what good fellows competitors were, that in itself, would be one of the greatest assets the industry could have.

Many important subjects were discussed, but it was decided to pass less Resolutions than general, and to take some positive action on those that were passed; and one of these Resolutions was to the effect that the Executive Committee take action looking toward the employment of a Field Secretary.

Eighty-nine attended the banquet held on Monday evening, and more ladies were present at this banquet this year than ever before. It was one of the happiest events of the kind yet held by the Association.

Toastmaster A. D. Bacon called on President Heckerman to return thanks to the Giver of all good things for His many blessings, an example that might well be followed by other similar Associations.

Mr. Bacon, in his jovial manner, introduced the speakers, among whom were Dr. Edward J. Cattell and John Glossinger, of Philadelphia, whose remarks, intermingled with humor, not only pleased and delighted those present, but gave them much to think about.

Among the Convention speakers were N. S. Reppert, purchasing agent for W. H. Luden Co., who made his first public address; and he certainly did himself proud on the subject of "Duty and Responsibility of Purchasing Agents." Robert G. Wharton, of the A. Wilhelm Co., of Reading, showed the members, in his talk on "Credit Correspondence," the importance of good salesmanship in credit letters. John Glossinger, of H. O. Wilbur & Sons, Inc., Philadelphia, delivered a message on "What's the Matter with the Candy Business?" that contained so much of vital interest that the Secretary was instructed to have it printed and distributed to the trade. A. E. Sander, Wm. B. Rosskam, S. Will Shunkwiler, and the Pennsylvania Food Commissioner, James Foust, all made instructive addresses. Iverson C. Wells, editor of *Candy Factory,* talked on "Plans of Merchandising," and L. W. Roesch, representing the CONFECTIONERS JOURNAL, addressed the meeting. "Bill" Diven, Secretary of the Central Club of Ohio, Indiana and Michigan, presented to the Convention the best possible proof of the advantage of having a Field Secretary, and the scope of the work done by him, and its advantages, and brought home very forcibly to those present, by illustration after illustration, of things actually accomplished by the Central Club through its Secretary.

The following officers were elected for the ensuing year:

President—A. E. Sander, American Caramel Co., Lancaster.

1st Vice-president—Fred V. Wunderle, Smith & Peters, Philadelphia.

2nd Vice-president—S. Will Shunkwiler, Lewistown.

3rd Vice-president—Alex. Diehl, York.

Secretary-Treasurer—A. D. Bacon, of The D. Bacon Co., Harrisburg.

Executive Committee—H. C. Heckerman, Bedford; John L. Messer, Messer Candy Co., Pittsburgh; LeRoy D. Garrett, Gates Candy Co., Philadelphia; Frank B. Putt, Brandle & Smith, Philadelphia; R. L. Strohecker, Wm. H. Luden, Reading; J. A. Bachman, Bachman Chocolate Co., Mt. Joy; R. F. Keppel, R. F. Keppel & Bro., Lancaster; John G. Dieter, Williamsport; H. Baker Yen, Altoona.

A Correction and a Caution

IN OUR April issue under head of "The Retail Confectioner" there appeared a recipe for what the author styled "Jets, Commonly Known as Butter-Creams." Under date of April 27th the Martha Washington Candies Co., Chicago, through the Vice-president, Mr. Ernest M. Hunt, addressed us a very courteous letter from which we quote the following:

> "In the first place the formula as given is not the formula for 'Jets' or Butter-Creams as they are known in the line of Martha Washington Candies.
>
> "In the second place the word 'Jets' as applied to Confectionery and Candy has been duly registered by us in the United States Patent Office as a trade mark and we have the exclusive right to said name, etc."

In view of the above statement of Mr. Hunt the trade is hereby cautioned not to use the word "Jets" in connection with any of their candy products.

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EXPORT DEPARTMENT

JOSEPH NATHAN KANE

INCREASING THE CUSTOMER'S MORALE

KEEPING up the morale of the foreign importer during periods of depression is almost as important as making sales in times of prosperity. The importer must be made to realize that empty stocks mean no sales and no profits and that it is best to keep on conservatively buying in anticipation of future business. The man whose shelves are empty cannot expect to sell his wares without displaying them, while the man who has a small quantity on hand can make a fair margin of sales.

American confectioners particularly should do their utmost to keep their foreign customers in good spirits in order that they may be friendly to them in time of big business. There are many ways of keeping in touch with the foreign importer and of stimulating his interest in your product. It must be remembered, however, that each country and each class of people demand certain requirements which must be met in their own peculiar ways.

One of the best ways of stimulating the sales of American confectionery in foreign countries is through the medium of the daily newspaper, while in many countries the value of the bill-board is almost as great as that of the best advertising mediums.

Lantern slides, such as may be found in the cities of secondary importance, likewise prove to be a wonderful method of creating interest in American products and keeping alive the demand, which in turn causes the importer to order. To stimulate local advertising, many confectioners have found it desirable to send the importer electros and mats for special advertisements covering the insertion of which the manufacturer may or may not make special allowances.

With regard to advertising appropriations in countries where confectionery is handled by importers as a side line, it has been found advisable to contribute a certain percentage of the advertising expenses, allowing the balance to be borne by the importer. His money at stake, causes him to be more careful than he otherwise would be. Although this is not true in every case, it applies to the greatest percentage.

To continue to keep up the morale, it is always advisable to keep in close touch with the importer, to advise him as to contemplated advertising projects, and to supply him with detailed instructions for effective display of the merchandise. Another almost certain way of increasing sales is to capitalize on certain local conditions or events. This will keep the element of timeliness in the product.

Posters, signs, banners, attractive calendars, animated window displays with instructions for their installation, novelty window dressing ideas, etc., sent from time to time, to the importer will keep up his interest in your product when under ordinary times and circumstances he will be discontented and under the influence of the general business depression. It is better to send one display of advertising matter in times of depression than two when things are going fine. It seems in many instances that when a product is in full bloom and sales of same assume enormous proportions that advertising, valuable as it is, is not as valuable as when business is at a slump.

Generous helpings of samples are always appreciated and prove to be one of the best means of creating further sales. This is particularly true in countries where samples of American confectionery are hard to obtain. Surprising as it may seem, there are many countries which imagine that America manufactures only the kind of candies which are displayed there. Naturally this idea is false and should be quickly corrected. For example, if nothing but pastilles have been exported to Costa Rica, the impression is created that America exports nothing but pastilles. Samples of other kinds of candies frequently sent to the importers will convince them otherwise and that America can supply them with practically any grade candy for any purpose.

A complaint often heard from importers in foreign countries, especially during times of depression, is that they are not given the benefit of the reduction in price, if any. Other merchants not knowing whether or not such a reduction has taken place give their orders to whomever may be on the ground at the lower price, despite the fact that same can be imported direct from the original seller at one much lower. To overcome this difficulty it has been found advisable by the majority of confectioners to issue a loose-leaf catalog, a page devoted to an item. In this manner the importer can know whenever any changes have been made in the price and can govern his purchases accordingly.

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In selecting loose-leaf catalogs, the confectioner should take great care that he uses one whose advantages are greater than its drawbacks. The majority of loose-leaf catalogs sent to foreign countries are either of the "Post" or "Ring" type. The "Ring" type has been found more advantageous inasmuch as it requires less time and effort to insert the pages. Its drawback, however, is that the pages can be torn out or fall out quite readily. Confectioners should decide upon using a catalog of this type and re-inforce the holes with heavy linen rings which are gummed on both the front and back of each hole, or else use a strip of cloth with "buttonhole-stitched" holes to engage the rings.

Provided the catalog is not too large in size, the cover can be flexible but when it is larger than 6 x 9, the cover should usually be stiff. However, this is optional. Each page should have a number, a key number, and dealers should be notified, from time to time, exactly which numbers should be entered in their sample books. In this manner the dealer can check his book to see that it is always accurate, its prices exact, and free from photographs of numbers no longer manufactured.

A cheap way of keeping the dealer informed of prices without having to supply him with a new photograph of the candy at each raising or lowering of same, is to give him a picture of the candy on a separate sheet. For example, picture 3 in the dealer's book may be hard sugar balls, page 3A can be the price on May 15, 1921; 3B; the price on September 1, 1921; 3C the price on February 1, 1922, etc. In this way the dealer will turn to the last page which is always the current price and destroy the preceding ones.

Assistance to the dealer in matters like these, create within him a spirit of friendliness for the manufacturer which without doubt will be reflected in the increased amount of the sales.

In times of depression, particularly when importers are unable to meet their obligations promptly, is the time for American manufacturers to adjust their terms to suit conditions. Principally because of the hectic state in which foreign trade has been through in the last few years, importers have been in general at a loss as to how to conduct their business. Exchange has hampered them at every turn and selling prices have, for no explainable or understandable reason to them, advanced and declined making their selling prices, in some cases, more than twice that which they had originally figured upon. This situation, coupled with the general business depression which has invaded every hamlet in almost every country of the world, has created great unrest in the importer's mind, often forcing him not to meet his obligations promptly.

Manufacturers should realize that these conditions exist and should accordingly grant extensions when in their opinion it is necessary.

It is not advisable, however, to grant an extension of the entire amount for a certain definite time. If a note for 120 days has not been met, it should not be renewed for another period of the same time but should be divided into four equal amounts, the first one at 30 days and the others at each succeeding 30th day or other similar terms.

There are many instances of where importers have requested extensions of time, not so much because of their inability to pay, but because of their desire to wait for a more favorable turn of exchange, speculating on the manufacturer's money. This, of course, is not just nor fair and the manufacturer should not under any circumstances, permit it.

Having aided the importer with regard to his finances, increasing his sales by co-operative advertising, there seems to be no reason why a feeling of co-operation should not exist. Especially in times such as these when competition is the keenest and where nations are under-cutting each other in price to obtain business, should the American manufacturer endeavor to keep up the morale of his foreign clients. By so doing in times of depression he is laying foundations for a steady increasing business, the size and magnitude of which will increase to such an extent that it will surprise him and be beyond his greatest expectations.

THE Bureau of Foods of the Pennsylvania Department of Agriculture has given a clean bill of health to the chocolate coated ice-cream bars sold in Pennsylvania. Since March 10, agents of the Bureau have collected 90 samples sold in thirty cities and towns of the State. These samples were submitted to the six chemists of the Bureau for analyses. Director James Foust of the Bureau this week announced that the reports of the chemists showed that each of the 90 samples was entirely free of paraffin, cocoanut fat or adulteration of any kind. Early in the year it was reported that a few dealers were substituting paraffin in the coating of the ice cream bars. A crusade instituted by the Bureau of Foods has resulted in the industry turning out a product that may be purchased without fear. A large number of samples of candy were also purchased and analyzed and all these were found to be free of adulteration.

ANDERSON PACE, formerly Salesmanager of the American Wholesale Corporation and earlier Publicity Manager for Butler Brothers, has entered the Tindeco organization as Director of Advertising, Sales Promotion, Publicity, Research, and Mail Order work. His work includes discovering and developing new leads, helping salesmen turn prospects into customers, and educational work on prospects and customers in the interval of calls by salesmen. Mr. Pace is widely known thruout the West by many of the large advertising agencies and manufacturers and is most popular in advertising circles in the East.

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Increasing Show Window Profits

MAKING SHOW CARDS TALK

SHOW cards bear the same relation to the display itself that the sub-titles on a motion picture film bear to the photo-play the film presents. For this reason it is well for the person who is responsible for the wording of the message to be placed upon the card to study the sub-titles on all the films that he sees.

Sub-titles are used in moving pictures because no satisfactory way has yet been found to make the pictures talk. The sub-titles are the talk that is necessary to make the action of the play perfectly plain. It will be noted that just as few such titles are used as possible and that no more words than are necessary to convey the meaning are shown.

Show cards are used in the window display because it is not practical to have a salesman outside the window to explain the display to every passer by. The card does the talking that is necessary to make the display result in the maximum sales. There should be no more words on a card than it is absolutely necessary to have.

One or two suggestive words will often talk louder and more effectively than a much larger number of words that do not convey the meaning in so concise a form. Occasionally show cards are written and used that perform really wonderful results. The following two examples illustrate such cards.

A small store was overstocked with rain coats. Every effort made to dispose of them failed of its purpose. Finally on a rainy day a display was made in the window so arranged as to show both the inside and the outside of the coat while a stream of water was played upon the outside. So far there was nothing out of the ordinary about the display. It is very doubtful if it would have sold the coats but there was a show card used that told a long story in an impressive manner in a few words. It was a show card that might be called a talking card in that it caused the people who saw it to talk.

This is what appeared on that card:

"To one Raincoat ..... $10.00"

A little space below this line there followed:

"To doctor $5.00
To medicine 2.00
To lost time 10.00

$17.00"

Still farther down written in larger letters was the word "Which?" and below this, "As you can see, these coats are absolutely waterproof. Price, $10.00."

It was what this card suggested rather than what it said that made its talk so loud and so persuasive.

As the crowds were flocking to a football game they were faced by a sign that ran something like this:

"Concrete! Pneumonia!! Heaven!!! Delay the journey! Buy a mat for 35 cents."

Hundreds of words would not have told as effective a story as did this card. It is reported that the man who was responsible for this card had no difficulty at all in disposing of all his mats. The cards said something. They caused action.

It pays to study the wording of the show card. Just the right words are going to increase the sales beyond the greatest expectations. An ordinary card will not increase sales to anywhere near this extent.



Show cards can be made to tell a story by themselves. Cut red cards in the form of firecrackers with a short piece of paper twine to serve as a fuse and cut another red card in the form of the shield, and the very shape of these cards show that the display is a Fourth of July display. The shape of the cards as well as the words on them determine what the cards actually say to the passer-by.

If a confectioner could uniformly place upon his show cards the most effective combination of words and never use a superfluous word, his window displays would not only increase the profits of his stores but would cause people to go out of their way in order to see the windows. As it is, only occasionally does one run across a show card that seems to be worded in the right manner.

Most cards are very commonplace, the wording is trite. There is really nothing about the card to suggest a purchase. To be sure the card may urge the onlooker to purchase. It may mention some of the good qualities of the goods displayed. It probably mentions the price. Perhaps it shows that the price has recently been cut. This may suggest that it will again be cut shortly and that it will be well for the customer to postpone buying for a little while longer if he can possibly get along without the candy. In other words the suggestion is negative rather than positive.

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It is not what the show card actually says that counts but the train of thought that is set going in the mind of the person who looks at the window. A card may tell a great deal about a package of candy that is good for a cold, one that clears up a husky voice, yet not necessarily really suggesting a sale.

Suppose, however, that on this card we write the words: "Weather forecast: Cold and rainy, followed by bad colds and husky voices, cleared by —— 15 cents a package." If the weather forecast given in the newspapers really is cold and rainy these words are at least going to be suggestive.

The right words to place upon individual show cards, however, can only be found by much thought and study. The results that have been accomplished by some cards indicate that the show card is more productive of sales than any other part of the display provided the card is worded just exactly right. For this reason it is going to pay to give a whole lot of attention to the card.

It is not a bad idea to make a collection of the wording of all the show cards one sees that appeal to him. Reading through this collection is bound to suggest something new for the display that is about to be made in the window.

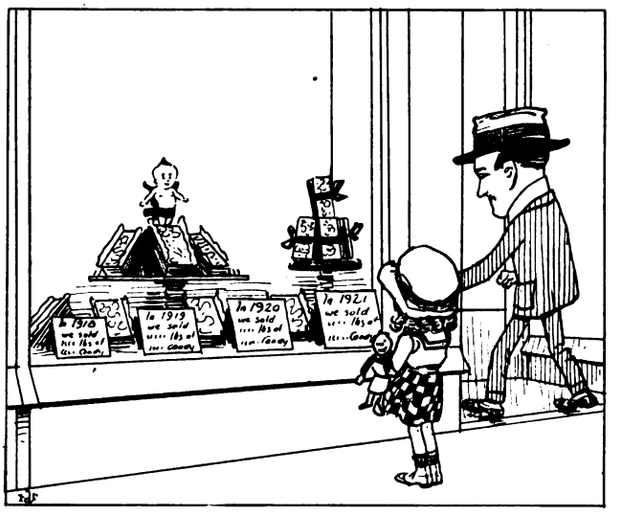
It is not what is on the card alone, however, that always makes it effective. Only a great genius can always find just the right words to use. Any ordinary mortal must be contented most of the time if his show cards are worded just fairly well. Any person, however, can if he will stop to think, make his cards in such shapes that they will be a little more effective at least.

If on St. Valentine's day the show cards in the window are cut in the form of double hearts pierced by an arrow, those cards are most certainly going to attract a little more attention than would just ordinary oblong cards. Cards for patriotic holidays may be cut in the form of shields.

Do we want to show price comparisons or the growth of the business we can cut the show cards into forms that tell the story. Suppose that we want to show the increase in volume of sales in the store of a certain brand of candy, the candy that is being displayed. We could make a chart on a card or we can make the cards into a chart. In the latter case we cut the cards into the form of long rectangles, each rectangle having the same width but the height varying in accordance with the increase in sales. These cards are then displayed in a row, the bottom of each card being the same distance from the floor as the other cards or actually resting on the floor if the others also do. They are arranged of course in a vertical position and the story of the sales for the period represented by a card is told on the card. It may happen that these cards may be placed to advantage right against the window glass.

Whenever the card can be made to tell part of the story by cutting it in a certain shape it will serve two purposes at the same time. It will attract attention and will give information without the necessity of using words.

Using show cards of odd shapes and sizes, however, can be carried too far. It is necessary to stop on the safe side and not make the cards appear to be rather far fetched. There must be the very best of reason for any shape not the regular oblong shape usually used for cards. Only when a special form will help tell the story as in the case of the bars just mentioned or adds atmosphere to the window as on St. Valentine's day should special forms of cards be used. Circular and square cards, however, can be used almost as often as oblong ones. A string of circular cards slightly overlapping each other across the background of a window will attract more attention than square or rectangular shaped cards. Each of the circular cards may carry a complete message or merely a word.



In this display the sizes of the cards as well as the words on them show how sales have increased. The height of the cards are in proportion to the sales. In this way the cards are made to talk louder and more emphatically than they would if they were all of the same size. The size and the shape of the show cards have a great deal to do with the effectiveness of the cards.

Merry Christmas spelled out on star-shaped cards, each card having but one letter, will mean more than the same words on one card. There are innumerable ways in which cards of more or less odd shapes may be used. It is only possible to suggest a few here.

To make the show cards talk it is necessary not only to use the words that will set going in the minds of the people who look at the display the desired train of thought but to aid the words by using the most effective shape for the show card. It is well to bear in mind that the right kind of show card may sell goods when everything else fails.

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Vacation and Business

SOMETIMES you, as an earnest-minded business man, feel that the vacation idea has rather outgrown its original size and purpose, and that people have come to demand it whether they need it or not.

Perhaps this is true, but it is also certain that anyone who has worked earnestly throughout the year, is much better for a change of scene and activities. This often constitutes a real rest, and a number of our most astute men of affairs declare that the relaxation of the right sort of a vacation, brings them back zealous and keen for more and better work, so that the remaining weeks of the year are bound to produce larger results than if the humdrum routine went on and on in uninterrupted fashion.

So all in all, it is a wise business provision on the part of the principal or principals of any concern, to plan for a rest and change. Sometimes this rest and change is taken in the form of week-end trips, or a day or two now and again, but this really does not take the place of a longer rest which gives nerves time to iron out and allows the larger perspective of life and its affairs to become properly focused.

Many times business men who go on a vacation, feel that after a day or so, that they are ready to return, but if you as that business man, have set your house in order before you left home, it is far wiser to hold firmly to the vacation idea, and at the end of a week or two weeks or even a month, if that time can be spared, you will begin to realize how very tired you really were, and how much good the change has done you.

Then you do not need to spend all of your spare time in amusements. To be sure, a part of the vacation hours should be passed in the open, but all of us have fads and interests which we enjoy following once time permits, and vacation is often just the season in which to do it.

It is rare indeed that we can go in any direction and not learn something of advantage in our own particular line. If we are motoring, we can stop here and there at some town or city boasting a progressive Chamber of Commerce, Booster Club, or Merchants' Association, and learn just how they have solved some problem, or we can visit business firms in our own line.

It if so happens that we remain over night in different places, we can make something of a study of the kind of advertising being done by the merchants in that place, and perhaps in the morning follow up some of these in order to see what is back of it all.

One business man who spent two weeks last summer on his holiday, went away irritable, tired, and quite convinced that he was utterly wasting time and money, but he yielded to the persuasions of wife and daughter. He took with him some of his own advertising literature, and when opportunity presented, he distributed this, sometimes leaving some of it with a friendly Chamber of Commerce, or dropping it into mail boxes as he went along. This was more of an experiment than anything else, for one side-line of his business was a product which could be marketed by mail.

To his surprise and delight, he has reaped results far beyond his expectations throughout the year, and has been able to trace substantial amounts of business from the most unexpected sources.

As this family stopped in different towns and cities, they made it their business to call upon the most prominent establishments in their line. While mother and daughter went shopping or sight-seeing, the business man would make a call, present his card, and state frankly that he was traveling through the city, had been attracted by their advertisement, or window display, or had heard a traveling man speak of them, as the case might be; and he was sure to be the recipient of a most courteous reception, and often received valuable suggestions on how this or that shrewd business man handled his own affairs.

He finally went back home, as he said himself, "As full of brand new ideas of a practical and workable nature, as an egg is full of meat." All through the year, he has been keeping a little note book on things he wants to look up this vacation time when he takes his annual rest.

A rest is not necessarily a period of inaction, but rather a change which brings a different set of nerves, muscles, and perhaps interests, into play in such a way as to engage the mind and rest the body. The right sort of a vacation need not be prohibitively expensive, neither is it wise to attempt to go on so cheap a scale that it becomes a toil of a pleasure. There is a happy medium.

It is not to be forgotten that some of the expensive summer hostelries are operated only during the tourists' season, and consequently high profits must be made in order to meet expenses. If one can afford it and enjoys the experience, it is often advantageous to pay these high prices just for the sake of meeting prosperous people and seeing how things are done by others who are conducting a specialized business in the way of pleasing the public.

A business man well known to the writer, laughingly said the other day:

"It may be something of an extravagance when wife and I go on our summer toot, to patronize some of the places we do, but we look on it as our 'blow out' of the year, and we save for it by cutting out some of the needless and superficial things at home

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which only make work and expense. We enjoy the chance to sit on a broad, picturesque veranda, overlooking mountains, lakes, or ocean, and to feel that the telephone and the needless petty details of our workaday world, are left behind for a time.

"It is part of our rest cure to have things for a few weeks as those have them who are able to wander about at their own sweet will most of the time. And the best part of it is, that when we come back home, we are better satisfied than ever before, with the solid, substantial conditions of our everyday life, the reliable friends about us, and the trusty organization which has been built up through years of effort.

"Yes, I consider our vacation about the most profitable part of the year. Just how much, I seldom realize for months, for I am continually recalling this, that, and the other which is a pleasure and a benefit, which I have seen or heard on my travels, and which I did not realize at the time, I would ever make use of myself.

"All in all, I would feel it most unfortunate to cut out my vacation. Knowing this, I am particular also to plan suitable vacation periods for my help. I work this out early in the season so each may know when he or she will go, and can make arrangements for it. Oftentimes when I have an employee who needs a little guidance, I make occasion to talk with that individual about his vacation, throwing out suggestions which will start a train of thought and lead to something worth while.

"For example, last year I was able to mention casually a certain Summer School of Salesmanship several times in such a way that a promising young fellow but one lacking background and initiative, was finally induced to send for the literature of this course. He showed it to me as I expected he would, and I looked it over and made him a little concession of extra time if he wanted to enjoy the benefits of this opportunity. The result was that he went to the school, and become so interested that he has been studying all the year on his own account. Personally I have benefited far more than I conceded, by his increased interest and more efficient service.

"Yes, I find that it pays to take an interest also in the vacation of my employees. I usually make it a point in some form or other, to ask each one when he returns, just what he got out of his vacation which will be a permanent help. Sometimes I am surprised that the people whom I would expect to be most observant, are the least so; and others have benefited in a surprising degree, by the rest and change and contact with people."

Properly managed and articulated, vacations and business may be made to supplement each other and to lengthen life and increase profits.

Communication

BUFFALO, April 27, 1922.

MR. C. MCD. HARVEY,
Editor Confectioners Journal.

DEAR MR. HARVEY: I have intended for several days to write and commend you on your editorial in the April issue, entitled, "The Spirit that Wins."

I want you to know, I feel it is a splendid statement of conditions that exist and those confronting the industry at this time. Your points are well taken, and drive home solid facts to those who will read and have a proper regard for the troubles of our industry. They should not only read the article, but let its truths sink in; the more they think of them, the more convinced, I believe, they would become of the fact that it is up to them to do their part. No one can do it all; it requires not only team work but individual work. If there was ever a time when sane judgment is required, it is now.

So much did I think of this article that I read it at a dinner of business men the other day; they all thought very favorably of it. In connection, I also read part of a letter (see below) received by me recently, copy of which I enclose. I think it it very good; it supports to a considerable degree what you have said in the "Spirit that Wins." With kindest regards, I am as ever.

Yours very truly,
ALFRED H. BURT.

"Acting on the impulse of the moment,—that's what starts it.

"John Doe is slashing prices right and left. He is selling petrified gum drops at 65c a box. I can't sell goods at 15% over his prices. I've got to meet his competition."

Maybe it's our best salesman speaking. His statement carries weight. What shall we do? Let John Doe get away with it? Not by a darn sight!

"If John Doe can sell at 65c we can meet that price any time and go the sucker one better. We'll sell at 65c less 5%, if necessary."

And so the war is on.

As with other wars, outsiders are dragged in, profits drop, we begin passing a discount now and then, and the first thing we know, we find ourselves in the same position as warring nations,—financially unsound.

It's hard to see a certain portion of our good business falling to the fellow who cuts prices. It's hard to continue along the same lines of business conservatism.

BUT—those of us who refuse to ACT ON THE IMPULSE OF THE MOMENT, those of us who keep our heads and persevere along the lines of conservative prices and legitimate profits, will still be doing business and making money, when creditors are knocking at the doors of John Doe and his breed.

"A FAIR PROFIT ALL AROUND,
WILL KEEP ALL FINANCIALLY SOUND."

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Legal Points for the Retail Merchant

LESLIE CHILDS

MUST MERCHANT PAY CHECK OR NOTE SIGNED BY HIM WHEN STOLEN BEFORE DELIVERY

IT IS well settled in law that before a note or check can be enforced against the maker by the person to whom it is made payable it must be delivered. It follows then that if a merchant makes out and signs checks or notes, to his creditors, we will say, and leaves them in his desk or safe, the persons to whom they are made payable will have no right of action upon such paper until it is rightfully put in their possession.

So far so good. But suppose the merchant signs a check or note, and leaves it on his desk or in his safe, intending to deliver it to the proper person upon the happening perhaps of a certain contingency, and before this event the note or check is stolen by the payee, or reaches his hands in some other unauthorized manner? And suppose the payee thereupon discounts the paper at a bank or passes it on to some other innocent person? Will the merchant then be liable to such innocent person, or may he successfully set up that the paper was wrongfully placed in circulation and defeat the action?

This is an interesting question for merchants in general and has been the cause of a great number of lawsuits. And it may be stated at the outset that the courts are not in accord on the question of liability in situations of this kind. Some courts have held that there must be a lawful delivery before the maker of a note or check could be held liable upon it. Others have taken the position that where a completed note or check, even though it was stolen has reached the hands of an innocent purchaser the latter could hold the maker liable.

It would be impossible to go into the subject in an exhaustive manner in a short article of this kind, but there is ample space to point out the danger, at least in some states, of leaving completed notes or checks in places where they may be taken by unauthorized persons. For example.

In one case a note had been made out but before delivery had been stolen and passed into the hands of an innocent person. The latter brought suit upon same and the maker offered the proof that the note had been stolen, contending that the holder could take no rights under it. The court held that the fact that the note had been stolen could not prevent the innocent holder from enforcing same, holding that the fact of its theft constituted no defense.

In another case it appears that a note was executed for amusement, and that the maker did not intend that the one to whom it was made payable should ever have or collect upon it. Thereafter the one to whom it was made payable stole it and passed it on to an innocent person. The latter brought suit upon the note and the court held that the maker could not defeat the action on the ground that the note was made in fun and had been stolen from him and placed in circulation. In passing upon this case the court, in part, said:

"The doctrine is firmly, and, we believe, uniformly settled, that the innocent holder for value of negotiable paper, indorsed before its maturity, is protected under the rules of the common law, although the instrument may have been stolen or otherwise wrongfully put into circulation. To favor commerce, the law makes an exception as to negotiable paper, and permits the *bona fide* indorsee to acquire title even from a person who had none in himself. * * * " (Shipley vs. Carroll, 45 Ill. 285.)

The foregoing illustrations of the liability of a maker of negotiable paper in the hands of an innocent purchaser for value have the support of much authority. On the other hand there is another line of cases that hold that the maker of negotiable paper is not liable upon it, even in the hands of an innocent purchaser, unless there has been a valid delivery by the maker, providing the latter has not been negligent in permitting the paper to get into circulation.

It follows that in cases of this kind the outcome may in a great measure depend upon the state in which the actions arise, so that it would be impracticable to state a general rule that would apply in all jurisdictions. Nevertheless the possibilities of danger to the maker in thus having his paper put wrongfully in circulation is such that common prudence would seem to dictate great care in the handling of negotiable paper once it was made out and completed.

In fact a good rule for the merchant to follow would be to never complete notes or checks until the time is ripe for their delivery. Of course this cannot always be followed, and where it cannot, and negotiable paper is executed for future delivery it should be guarded with the same care as currency until it is delivered. Above all completed checks, notes, or other negotiable paper, should never be left in places where they may be easily appropriated without the authority or knowledge of their maker.

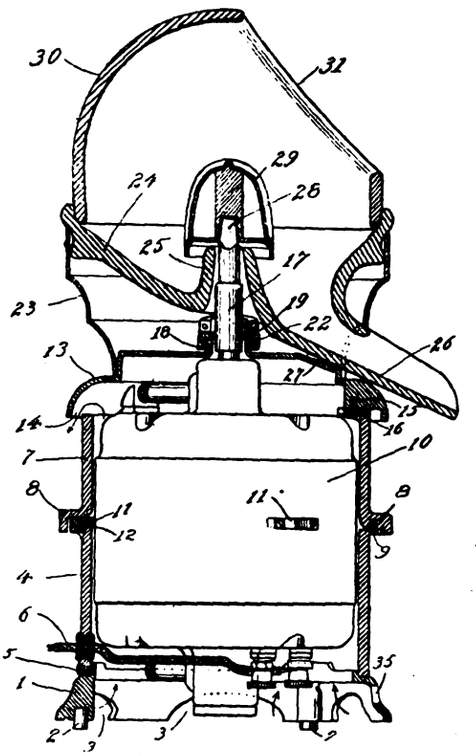
EVEN though you do a credit business it is not necessary for you to extend unlimited credit in time or amount. Be a good collector and your customers will be better pay.

THE way to run a one-price store is to sell to all customers at the same price. The customers favored with a cut rate will think you may be favoring others still more.

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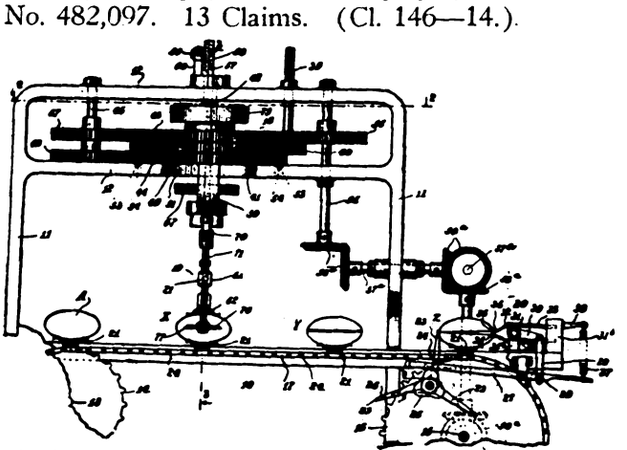
NEW INVENTIONS

1,412,996. FRUIT-JUICE EXTRACTOR. Charles B. Blessing, Cincinnati, Ohio, assignor to Blessing Electric and Manufacturing Company, Chicago, Ill., a Corporation of Illinois. Filed April 7, 1921. Serial No. 459,221. 8 Claims. (Cl. 100—49.)



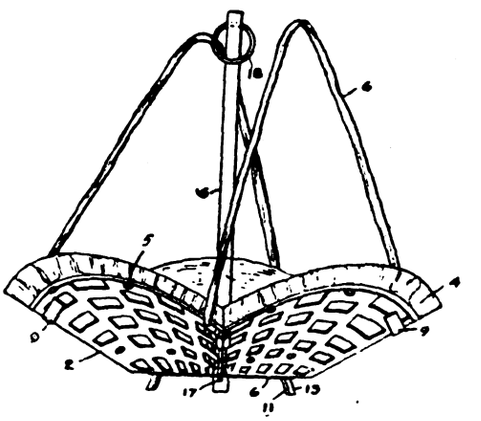
1. In a fruit juice extractor, a casing formed in two parts with interlocking flanges to fit together, and an electric motor with lugs thereon mounted in the casing, with the lugs secured between the interlocking flanges, whereby the motor may be supported by the casing, a top for the casing with the motor shaft extending vertically through the top and a juice extracting device on said shaft.

1,413,386. DEVICE FOR REMOVING COCONUT SHELLS. Joseph Rohr and Harold Gilbert, Brooklyn, N. Y. Filed July 2, 1921. Serial No. 482,097. 13 Claims. (Cl. 146—14.)



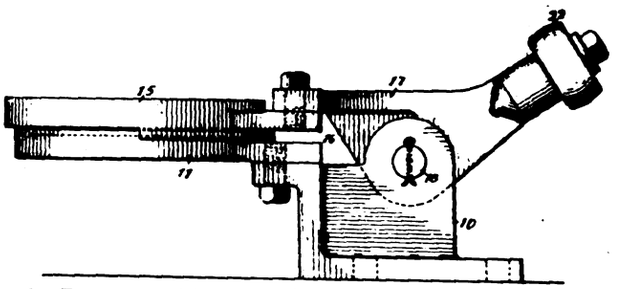
1. In a coconut shelling machine, the combination of a conveyer, holders carried by said conveyer, means for making a continuous cut in the coconut shell, and means for separating the divided shell from the kernel at each side of said cut.

1,412,971. COLLAPSIBLE AND FOLDABLE CANDY BASKET. Kotaro Sayo, San Francisco, Calif. Filed July 5, 1921. Serial No. 482,309. 3 Claims. (Cl. 229—1.5.)



1. A foldable, collapsible basket comprising a relatively stiff center piece, a flexible and bendable portion surrounding and being supported by the center piece, said latter portion being capable of being bent upwardly into different shapes so as to provide sides for the basket and a plurality of lines of weakness formed where the bendable portion joins the center piece, said lines being of different form to provide for bending the flexible portion into different shapes.

1,413,369. ICE-CREAM-CONE-MOLDING MECHANISM. Samuel E. Winder, Chicago, Ill., assignor to Novelty Cup & Cone Company, Chicago, Ill., a Corporation of Illinois. Filed April 1, 1920. Serial No. 370,606. 2 Claims. (Cl. 53—10.)



1. Batter molding mechanism, comprising a lower plate and an upper plate, said lower plate having a marginal groove around a portion of its edge, a flange projecting angularly from a portion of the edge of the upper plate, and a base, the lower plate being fixed to said base and the upper plate being pivoted to said base and positioned thereon so that said flange will be adjacent to said groove when the upper plate is turned down adjacent said fixed plate.

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ANSWERS TO CORRESPONDENTS

SPECIAL NOTICE

THIS department was established and is continued for the sole purpose of helping our subscribers in overcoming difficulties in manufacturing through suggestions and advice prepared by our technical editor and printed, as a rule, in the next ensuing issue following inquiries. We cannot supply information by letter nor are we prepared to furnish new formulas, a feature for which this department is not conducted.

This explanation is made because we occasionally receive letters from readers asking for complete formulas as well as prompt individual responses, and whom we are obliged to disappoint much as we regret doing so.

CHOCOLATE ICE CREAM

M. D.: We have no idea why you should find ice in center of packer, unless you are using too much salt while freezing, as well as packing. You must bear in mind that chocolate ice cream freezes quicker and easier than any other ice, for the reason that chocolate itself forms a bigger body than vanilla and fruit ices. Your trouble may also lay in the composition. We will give you two of the best recipes known for chocolate ice cream. One is the Philadelphia chocolate ice cream, the other is the Neapolitan chocolate ice cream.

PHILADELPHIA CHOCOLATE ICE CREAM

Cook the cream in a large farina boiler, or if you intend making a larger quantity use a very bright copper pan, but a tin-lined kettle is best; cook over a brisk fire, stirring often, till the water in the outer pan boils; take it off the fire, add the sugar, vanilla, and stir till the sugar is dissolved. Use 3 quarts of cream, 1½ pounds of sugar, 12 ounces of best chocolate, 1 small teaspoonful of cinnamon, 1 ounce vanilla sugar, or the seeds of two vanilla beans. Put the cinnamon into a gill of boiling water, pour into a strong bottle, shake well, let it steep in a warm place for half an hour, and pour off the clear liquid. Grate the chocolate, and work with the cinnamon water to a smooth paste, add it to the hot cream, strain through fine muslin, cool and freeze.

NEAPOLITAN CHOCOLATE ICE CREAM

Two quarts cream, or else 1 quart cream, 1 quart rich milk, vanilla, 12 to 14 ounces sugar, 9 whole eggs; 1 teaspoonful of Ceylon cinnamon, 10 ounces best chocolate. Pour a gill of boiling water on the cinnamon, cover and let it steep well in a warm place for half an hour, then pour of the clear liquid and work it smoothly into the chocolate, and keep it warm. Beat the eggs in a pan with the sugar until spongy, add the cream and mix well. Cook the whole in a farina boiler, over a brisk fire, stirring constantly until it slightly coats knife blade dipped into it, and does not run. Be careful not to let it curdle. Take it off the fire, strain through fine wire sieve into a porcelain-lined bowl; work into it while hot the spiced chocolate, cool and freeze. The cinnamon gives the chocolate a peculiar, fine flavor, but as it may not be liked by everybody, try first a sample batch, and find out if your patrons like it or not. In the latter case, omit it entirely. For 50 pounds of ice about 2 quarts of salt will complete the process.

MOLASSES KISSES

We cannot tell what is the matter with your molasses kisses unless you send a sample, or let us know the composition. In order to accommodate you, however, we will give you one of our own formulas, perhaps you will have better luck.

Place into a copper pan 7 pounds of corn syrup, 5 pounds of sugar, 5 quarts good molasses, 2 quarts cream, 1 pound butter, ½ pound of hard fat, stir and cook to 258 to 260 degrees; before finishing cooking, mix a ladleful of your batch with 4 ounces of flour into a smooth paste, add this paste to the batch and when done pour on greased marble, fold in the edges as it cools; you may also add a little oil of lemon, and when cool enough to handle, pull well on the hook; when well pulled, put batch on the table in front of batch-warmer, pull out and cut into kisses, wrap in wax paper.

HARD CANDY

T. R. R.: You did not mention in your letter what kind of hard candy you are having trouble with. You must bear in mind that there is a great variety of hard candy, not all cooked alike, but in order to produce good goods, it is essential that the sugar is cooked as high as possible, for low-cooked sugar does not keep well. For the jacket for buttercups, etc., the sugar is cooked to 325 to 330 degrees, while for stick candy, crisp chips, etc., it is cooked to 340 degrees, and for

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fruit drops of any description the sugar is cooked to 345 degrees.

For 25 pounds of sugar, add about 6 pints of water, 1 teaspoonful of cream of tartar; stir the sugar on a strong fire until it is dissolved, wash down the sides of the pan, cover for a few minutes with a wooden cover, and finish to the proper degree. Always have a strong fire for cooking hard candy, because on low fire the sugar will boil too slow, it will darken the batch and will kill the body also. All flavors and colors for hard candy should be worked into the batch on the marble slab. If you follow the instructions given above your candy should keep well for a considerable length of time, except gloss goods, which will turn dull in a short time. Never pack hard candy while it is warm, and keep it in a cool and dry locality, for dampness is poison for this class of goods.

SALT WATER TAFFY

W. J. C.: The following formula, which has been tested many times, and always been found satisfactory, should answer your wishes. Place into a copper pan 10 pounds of sugar, 12 pounds of corn syrup, 1 quart of water; set on the fire and stir till the sugar is dissolved, wash down the sides of the pan, add 1½ pounds of butter and cook to 255 degrees. Then add 8 ounces glycerine, and pour it out on greased marble at once; when cool enough to handle, flavor, pull well on the hook, spin out, cut and wrap. Made in thirteen stripes and colors.

ROCK CANDY

G. S.: The crystal of rock candy forming on the sides of the tank can be reduced, but you must bear in mind that when you do this the crystals on the strings will be smaller or lighter, too, because the syrup is crystallizing evenly on the strings as well as on the sides of the tank. Now, when you have the crystals on the strings too light, you will have more waste, as the bars will break very easy. You can use rock candy in place of sugar, that means you can use, say, about one-third of rock candy and two-thirds of sugar. For running cream you can use all rock candy, it will make a smooth cream. Besides this, you can use rock candy for making rock candy syrup, which can be sold to druggists and for the soda fountain.

The temperature for making rock candy should not vary during the whole process, about 100 degrees is necessary to be kept up day and night. The rock candy does not melt in the syrup; on the contrary, the longer the syrup is in the tank the heavier is the candy until it will nearly get so heavy that there is very little syrup left. It will not do to hasten the process of crystallization. Rock candy is generally cooked to 240 degrees, or two degrees lower, according to your instrument, which often vary a little from each other.

The sugar should be cooked on a good fire, because when the sugar is cooking too long it will get a yellowish tint; for good rock candy must not only be clear, but it should be white also. Another very important point must be observed when making rock candy, that is: When the syrup has been poured into the tank, it should not be the least disturbed. It should be made in a hot room, where no machinery or any other shaking may disturb the crystal, even a heavy truck or wagon which may pass the building can spoil the formation of the crystals which are soft, while hot, and would therefore easily drop from the strings.

WHIPPED CREAM CENTERS

You can make whipped cream centers by adding the stiffly beaten whites of egg to melted cream at the rate of 8 whites to 25 pounds of cream.

Another Method: Dissolve 4 ounces of ice cream powder in 1 pint of hot water. Melt 12 pounds of cream fondant at very little heat, put both in beater and beat until light. Flavor to taste. We would advise you, however, to use one of the different pastes, which you find advertised in the JOURNAL for such purpose. You not only save time and labor, but your goods will come out more uniform, no guess work and better goods in the end.

PEANUT BRITTLE

T. P. B.: Peanut brittle is not a summer candy, although it may be made in small quantities, kept in a cool, dry room, and put on the counter as it is sold. We will give you a formula, which always has given good satisfaction. Place into a copper pan six pounds of sugar, four pounds of corn syrup, quarter pint of water, set on the fire, stir and cook to soft ball, put in seven pounds of No. 1 Spanish peanuts, and stir until peanuts are well roasted. Remove from fire. Stir in one-half ounce of bicarbonate of soda, small teaspoonful of salt, two ounces hard fat. Pour out on greased, warm marble, and spread thin. After a few moments turn the batch over, and then stretch thin and cut or break. You may, of course, omit the hard fat but that is what keeps the brittle far better. This formula has gained quite a reputation, for its fine taste and rich appearance, while most of the peanut brittle contains more corn syrup than anything else, and has therefore less keeping quality.

CORONET TEA BISCUITS

H. C. Co.: These biscuits are very difficult to make, in so far as they cannot be baked like any ordinary cake or biscuit, but they require strong top heat, otherwise they must stay in the oven too long, in consequence, they melt down and do not take

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color. The biscuits, when properly made, should acquire a nice brown color on top, while the rest of the biscuit should stay white; with perhaps a yellow bottom. A gas oven can be constructed which browns the top quickly while the biscuit itself is hardly warm. Do not place the biscuits too close together, as this will produce too much moisture. Open, shave and grate twenty-five fresh coconuts. Now place into a copper pan ten pounds of sugar, seven pounds of corn syrup, a short half a pint of water, set on the fire and cook to a good string, add the coconuts, and stir on a slow fire to a good ball, when tried in cold water. Place the batch out on flour dusted marble, let cool a little. When cool enough to handle, roll out with the rolling pin, half an inch thick, and with a smooth round cutter, cut out biscuits, lay them out on flour dusted or greased baking tins, and bake at strong top heat. You may add about half a pound of corn flakes, but it is not absolutely necessary. A little vanilline crystal added to the hot batch, will improve the taste.

There is another coconut biscuit made in fine cake bakeries, perhaps that formula may suit you better. It follows: Mix four fresh grated cocoanuts with one pound of powdered sugar, one tablespoonful of flour; form balls the size of a walnut, flatten them down, lay on greased tins and bake.

ITALIAN CREAM SQUARES

We will give you two formulas for these squares: Place into a copper pan two pounds of brown and eight pounds of white sugar, three pounds of corn syrup, two quarts of fresh cream, set on the fire and stir and cook to 236 degrees, then stir into this three more pounds of corn syrup, two pounds of stiff cream fondant and two pounds of fine macaroon coconuts, pour out on greased marble, spread smooth, let cool, mark into squares, glaze the top, let dry, and break into suitable pieces.

No. 2. Place into a copper pan seventeen pounds of sugar, eleven pounds of corn syrup, little water, set on the fire and cook to 258 degrees, add off fire one gallon condensed milk, then stir and cook to 238 degrees, now add ten pounds of cream fondant, flavor, mix well, warm a little on the fire if the batch should be too thick to pour out easily. For chocolate cook the batch a little lower.

STRAWBERRY FLUFF

H. P.: Your sample called "Strawberry Fluff" which we have examined carefully, seems to have only the name of that flavor, as we could not detect any flavor at all, and besides this, the sample was so hard that it took a hammer to find out what the inside really was. Although this candy is unknown in this section we will try to accommodate you with a couple of formulas.

No. 1. Melt at very slow heat four pounds of bonbon cream. Dissolve two ounces of ice cream powder in half a pint of hot water, add this to the cream, flavor and color a light pink, then beat until light. Add crushed nuts and either lay out on paper or else dress into the paper cups with a fork and spoon.

No. 2. Separate carefully one dozen eggs. Now place into a copper pan five pounds of sugar, just enough water to dissolve the sugar, and cook to 236 degrees. Meanwhile have the egg whites beaten as stiff as possible, a small pinch of salt will help to stiffen the eggs. Let your assistant pour about one pound of the sugar in a fine stream into the beaten eggs, beating all the time. The remainder of the sugar is cooked with a spoonful of corn syrup to 248 degrees and is poured slowly into the egg batch, stirring continuously. Color, flavor, add a few crushed nuts. Then with a fork and spoon shape the kisses. In case the paste should not stand up enough, add about one large tablespoonful of powdered starch or fine sugar. For beating the whites of egg, the bowl or kettle must be very bright, free from any fat, or else the eggs will not beat. This work has to be done rapidly, or else the paste will be too cold and stiff. It is tedious work and the candy does not keep long as it turns hard in a short time.

BONBONS

B. C. Co.: Dipped cream bonbons will not keep soft a long time, nor do they keep their gloss. You will readily understand that it is impossible to keep the dips soft when exposed to the air; therefore it is the rule in many good retail houses to bring dipped bonbons in the store and what is not sold in a few days is taken back to the factory again, and is crystallized with a low cooked syrup of about 33½ degrees. There are other fine stores which crystallize all their dipped goods for the same reason, that the cream hardens too quick and makes the bonbons unsalable. The cream for dipping, also called "French Cream," is mostly doctored with acetic acid, at the rate of 1 teaspoonful to 20 pounds of best white A sugar, 5 pints of filtered water, and cooked on a strong fire to 240 to 242 degrees, according to your instrument; it is poured on a clean, wet marble as thin as possible, sprinkled on top with a little cold water, cooled and worked into cream as usual. The most important point is the melting of the cream, and there is where most of the dippers, be it girls or men, make the mistake of heating the cream too much, or neglect to melt the cream uniformly; that means applying too much heat, which melts the cream on the sides of the dipping pot into a thin liquid, which must be avoided by all means. Never melt a large quantity of bonbon cream at one time, or

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else one is obliged to heat it over several times, which hardens the cream much quicker. When the cream seems too thick, after it has reached the proper heat, add a little cold water, but use it sparingly with a spoon. If your bonbons are a little dull after all the precaution exercised, cook the next batch a trifle higher.

Labeling of Ground Sweet Chocolate

ROBT. SCHWARZ, SCHWARZ LABORATORIES, N. Y.

DUE to the action of the authorities at various points, there has existed, for some time, doubt on the proper labeling of ground sweet chocolate. Frequent opinions have been expressed that this product should properly be labeled "Ground Sweet Cocoa" inasmuch as it had the appearance of that product rather than that of chocolate.

It has always been the contention of these laboratories that where a product labeled "ground sweet chocolate" was made from a liquor, with the addition of sugar and with or without the further addition of cocoa butter, such an article was properly labeled a "Ground Sweet Chocolate." In order to substantiate this contention, these laboratories submitted this problem to the Bureau of Chemistry of the Department of Agriculture, together with analytical data taken from the actual analyses of a number of samples.

In reply to our inquiry, The Bureau of Chemistry advises as follows: "Insofar as the Bureau of Chemistry is concerned, in the enforcement of the Federal Food and Drugs Act under the present standard with a minimum of 45% cocoa butter in chocolate liquor, no reason is apparent at this time why the products of the composition: cocoa butter 29.35%, non-fat cocoa solids free from excess of shell 13.84%, and sugar 56.81%, also cocoa butter 16.75%, non-fat cocoa solids free from excess of shells 18.24% and cane sugar 65.01%, should not be labeled as ground or granulated sweet chocolate, as the case may be."

From this information, it is evident that a ground or pulverized product made with liquor, sugar, with or without the addition of fat is properly ground sweet chocolate, and that the 60% tolerance for sugar applicable to sweet cocoa does not prevail in this instance.

Success

IF YOU have got it in you, give it a chance. Out in Ohio a Character Analyst has been waking up the mourners. Perhaps it isn't worth while or strictly true, but he says:

"Eighty per cent. of us are $1,200-a-year people."

"There are fewer $5,000-a-year people, still fewer $10,000 people and not very many worth $25,000 a year.

"The more you use from your neck down, the less you are worth. How much money do you spend from the neck up? What do you read?

"If you don't work when you are young you will have to work when you are old, and the best way to work is with your head. Not many people even hink that they think that they think.

"Education means nothing unless the man is behind it to put it into effect. Of the 4,000 leading successes of the country, 3,220 never went to college, and more than half of them never finished in the common schools."

The Business Quiz

Question No. 1—What given classes are barred from entering into an agreement or a contract which upon failure to comply with the terms can be enjoined by due process of law?

Question No. 2—What is known as the Analysis of Population and how is it used?

Question No. 3—What is known as the Negotiable Instrument Act?

Question No. 4—Do we observe a National Legal Holiday in the United States and how is same fixed?

Question No. 5—What is known as an "Internal Audit?"

Question No. 6—What are the "parties" to a Bill of Exchange?

ANSWERS

Answer No. 1—The first legal requisite of a contract is that it can be enforced by law, thus the following classes suffer disqualification: (a) Minors; (b) Lunatics and Idiots; (c) Habitual Drunkards; (d) Married Women.

Answer No. 2—The Analysis of Population is used to determine if it is good policy to push goods which have use in the city (and vice versa) by a study of the following facts that 33 1/3% of our population live in cities over 25,000; 24% in towns under 25,000 and 42% in the rural districts.

Answer No. 3—The Negotiable Instrument Act means when a negotiable instrument reaches maturity on a Sunday or holiday the instrument is payable on the next succeeding business day.

Answer No. 4—There are no National Legal Holidays in the United States, each state determines by acts of its own Legislature what days shall be legal within its borders.

Answer No. 5—An Internal Audit is a checking system of accounting to (a) Determine the accuracy of all records and books; (b) Correctness of Bookkeeping System; (c) Protection and Prevention of fraud from within.

Answer No. 6—The "parties" to a Bill of Exchange consist of (a) The Drawer; (b) The Drawee; (c) The Acceptor; (d) The Payee; (e) The Holder; (f) The Indorser; (g) The Indorsee.

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SODA AND LUNCHEONETTE COUNTER

JACQUES FONTAINE

MAKE USE OF THE MATERIALS YOU HAVE AT HAND

SO MUCH of the success in the retail merchandising business depends upon the originality and resourcefulness of the man in charge. We must keep abreast of the times and supply the demand for new and up-to-date articles, we must formulate different sales and advertising plans and with it all, keep costs and selling prices down and still maintain a high quality standard, for the time is past when the public will pay a high price for inferior merchandise. Money does not come and go as easily as it did two years ago. People today want their money's worth or a little better and it is right that they should have it.

Retailers who are operating soda fountains are apt to think that in order to be original and serve something different and appealing, they must concoct some elaborate drink or sundae and charge a fancy price for it. As a matter of fact, a big percentage of customers prefer plain, simple drinks and desserts and if you can offer drinks of good quality that you can sell at 10c or even some at 5c, so much the better for you will have solved a big part of your business building problem. "But," you will exclaim, "there isn't one thing on my menu I could sell at 5c." That may be true but there are drinks—good drinks on the market that you can sell at 5c and make a satisfactory profit on them, too, and if you don't know about them you are apparently not reading the ads in your trade journals carefully enough or keeping in sufficiently close touch with your jobber and manufacturer of soda water supplies. Write and ask them for a list of flavors they can furnish you for making 5c drinks. Practically every manufacturer has one or more blended flavors to which you just add water and in addition, root beer, orangeade, lime, lemon and cherry drinks, etc., which you can purchase with special apparatus for serving them. These different lines vary in merit, to be sure, just the same as do syrups and crushed fruits, but if you buy from reputable manufacturers you will get reputable goods. The manufacturers can also tell you exactly how to serve their flavors, what they will cost you per glass and what your profit will be and will supply you, without extra charge, with suitable signs and display cards which will help to sell the goods if you will use them. Select, say four or six of these flavors, being sure in each case to get the best drink of its kind, then make a special effort to push the sale of these 5c drinks.

Eggs are plentiful and cheap now and it is very easy to obtain strictly fresh ones. Instead of racking our brains for ideas for fancy drinks, suppose we make a special drive on egg and egg and milk drinks. They are splendid sellers, nourishing and palatable and few fountains give them the attention they deserve. You can make several good egg drinks to sell at 10c and for 15c can offer wonderfully delicious beverages made with egg, milk and cream or ice cream and various flavors. Chocolate, coffee, caramel, maple, vanilla, butterscotch, etc., combine splendidly with milk and eggs and raspberry, lemon, grape and like flavors make good egg drinks. I am giving you some recipes for such drinks with other formulas this month.

While I do not advocate the use of home-made syrups and flavors as a rule, I think it is a good plan to use the fresh fruits as they come along for something extra special for there is good advertising appeal in drinks and sundaes made from the fresh fruits. Try stewed rhubarb for sodas and sundaes, fresh, ripe pineapple ground fine for sodas and cut in cubes for sundaes. Pare the pines, remove the eyes and wash in cold water, then cut up and add sufficient sugar to sweeten and let stand for two or three hours in a cool place. Do not mash strawberries, but cut in half, or quarter them if very large and sweeten to taste. Crush fresh currants and gooseberries and use fresh raspberries whole.

One of the best ways to use fresh fruits, particularly strawberries, raspberries and peaches is in shortcake and if you will do a little special advertising on such items, you'll sell a lot of them. Prepare the fruits as above suggested and let stand in sugar for a little while. You can use plain cake or sponge cake and cover with the fruit and whipped cream if desired, but the best way is to make or buy, plain baking powder biscuits and heat them in a steamer or double boiler. When ready to serve, break a biscuit in two, lightly butter each half and put the fruit between the halves and on top and finish with whipped cream.

THE SELF-SERVE SODA FOUNTAIN

SINCE cafeterias have become so numerous and so popular in certain localities and with people to whom a saving of time and money count for something, the "self-serve" soda fountain has also come into being and while they are not yet numerous, comparatively speaking, I know of a number of cases where the plan has worked out very well.

Of course such a fountain would not succeed everywhere, neither does the cafeteria replace the high grade restaurants and hotels, but in a congested district where people are in a hurry and prefer to wait on themselves, rather than to pay for service, the "self-serve" fountain may be very successful.

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The 5c and 10c stores are in many cases using the "self-serve" plan. In these stores the customer usually partakes of his drink at the counter as they cannot spare the space for tables. A still better plan than this is being used by some department stores, drug and confectionery stores with which I am familiar, that do a big soda water business. These stores have continued their tables and where possible, added extra tables and counter space. I visited one such fountain only a day or two ago and as the "self-serve" idea had been in operation at this store only about two months, I was much interested in the progress they were making.

This fountain is located in a retail bakery and candy store, among numerous other stores of all kinds, surrounded by a thickly populated residential district. In fact it is one of the many busy, neighborhood business settlements in a big, mid-western city. This store has always been well patronized, not only by people in the immediate vicinity, but from all over the city, the high quality of the candy, baked goods and everything sold there, attracting considerable trade. The owner had never been able personally to devote much time to this store as he operates another business and the store was sort of a side issue with him, being handled almost entirely by a manager who made a big success of every department but the soda fountain. As is too often the case, the fountain was always the last thing to receive attention, and while the fountain itself is a very fine one and all the equipment modern and up-to-date, the owner was never sufficiently convinced of the possibilities for profit it offered him, to hire a competent man solely as fountain manager or to give the fountain department his own, personal supervision. The help problem was a big one, as they did not pay enough to obtain the right kind of help and as a result, things were not always as well taken care of as they should have been and the profits did not make a very attractive showing, as against the expenses. It was simply another case of a good fountain and good materials going "to seed" because of lack of proper management.

A few months ago, a first class dispenser was secured to take charge of this fountain, a man who insisted upon absolute cleanliness and quality drinks and desserts and this spring the "self-serve" plan was put into operation. This cut down the labor expense considerably, as it did away entirely with waitresses, only two inexpensive girls being required to remove the dirty glasses and dishes and keep the tables clean. The only extra equipment needed were a number of large printed menu signs, with prices, placed back of the fountain and about the room. The fountain, which occupies one entire side of the fountain department, was not changed, except that a railing was placed the whole length of it and customers required to enter at one end, take a tray from a convenient rack and order what they desired, pay the cashier at the other end of the rail and pass out to the tables to enjoy their drinks. Straws and paper napkins were placed at frequent intervals along the counter and customers helped themselves to them.

The reduction in the labor expense, enabled this fountain owner to reduce all sodas and ordinary sundaes to 10c and the more elaborate drinks and desserts to 15c and 20c and still use the same high quality materials as previously. The reduction in prices and the novelty of the service seemed to appeal for sales have increased steadily ever since the new plan was inaugurated and the owner was more enthusiastic and more interested in his fountain department when I talked with him recently, than I have ever before seen him.

It remains to be seen how this will work out in the long run, but I really believe that is this particular case, it will be very satisfactory for it fills the popular demand for lower prices, handles the crowds during rush hours, quickly and with no waiting—in short, it gives the great majority of the patrons of this fountain what they want—a good soda, quickly served and at a price they can afford to pay.

A NEW ADVERTISING PLAN

DO YOU know the magic word, that if spoken today, will gain a large and enthusiastic audience anytime and anywhere? It isn't "war," it isn't "peace," it isn't "wealth"—it is "Radio." Within two or three months it seems the country has gone radio mad and manufacturers of radio apparatus are working night and day and still cannot begin to supply the demand. Rich and poor, children and grown-ups alike are all experimenting with radio and a demonstration of the wonders of this great invention, will fill to overflowing, the place where it is held.

Does this idea suggest anything to you? Have you ever thought of the possibilities of radio as an advertising medium for your store and soda fountain? Can you think of anything that would attract more attention, elicit more comment and bring more people to your store than a radiophone and, after all, an advertising campaign that will accomplish these three results is pretty nearly 100% efficient, is it not?

You must agree that the time to cash in on this proposition is right now while the interest in radio is at its height, for while the radiophone has without question come to stay and will be improved and perfected until it is in general use, it probably will not be long before we will simply be taking it for granted, just as we do the numerous other marvelous inventions that science has given us, and by that time something new will have come along to hold the public interest.

Unless you have looked into the matter of radio equipment and installation you perhaps consider that the cost of a really satisfactory outfit would make it

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prohibitive for your use, but this is not the case. I find that installation can be made at a cost of from $50.00 to $250.00, and certainly at even the maximum figure this is not an exorbitant sum to spend for advertising—many a time we have expended considerably more on a scheme that was not half as interesting to the public nor as effective in its results.

I have already seen the radio idea carried out by several fountain owners as well as by retailers in other lines, restaurants, hotels, etc., and in every case the results have been wonderfully satisfactory.

FORMULAS

BITTERSWEET MILK SHAKE

Two ozs. bittersweet chocolate syrup, ladle shaved ice, 1 oz. sweet cream or small ladle ice cream, milk to fill ten ounce glass. Shake or place under electric mixer.

MALTED COFFEE WITH EGG

One and one-half ozs. coffee syrup, 2 teaspoons malted milk, 1 egg, 1 ladle shaved ice. Shake thoroughly and add milk to fill glass.

CARAMEL EGG MILK SHAKE

Two ozs. caramel syrup, 1 oz. cream or ice cream, 1 ladle shaved ice, 1 egg. Shake and fill glass with milk.

EGG LEMONADE

One and one-half ozs. lemon syrup, 1 egg, small measure lemon sherbet. Shake thoroughly and fill glass with carbonated water.

FLUFF SUNDAE

Beat whites of egg until very light. Allow a level tablespoon of powdered sugar to each egg, flavor with vanilla extract and mix thoroughly. Pour a ladleful of this mixture over a round disher of chocolate ice cream and top with chocolate syrup and pecan halves.

MAPLE RUSSE

Line a glass sherbet cup with pieces of lady fingers. Fill the center with maple parfait and top with walnut sundae and a spoonful of marshmallow.

NEW MOON

Place a round disher of strawberry ice cream on a shallow plate. Cut into quarters and between each quarter lay a piece of sliced peach. Pour a ladleful of crushed strawberry in the center and top with marshmallow.

CHOCOLATE CREAM

Coat a disher of chocolate ice cream with marshmallow. Sprinkle thickly with shredded, toasted cocoanut and chopped toasted almonds. Pour a small ladleful of bittersweet chocolate syrup around the bottom of the cream.

ICEBERG SUNDAE

Place a cone of lemon sherbet on a slice of pineapple. Pour over it a small portion of creme de menthe syrup and top with marshmallow and a green cherry.

ICE CREAM

HERMAN GRATZ

AS JUNE the month of weddings is at hand I will make a few of many suggestions which would be proper to serve on these occasions. For a wedding breakfast, in the ice cream line, it is nice to serve Strawberry Mousse in individual bricks, also individual baskets, round or oblong, made of vanilla ice cream and filled with fresh strawberries. The baskets are turned out of the molds, then set in an ice cave or freezer, and iced up the same as ice cream, on shelves covered with wax paper and sent to the place where the wedding will take place, and before they are served are put on small plates, which have been covered with small lace-paper doylies. This makes a better appearance and keeps them from sliding off. This also applies to Strawberry Mousse. The baskets are filled when served, with fresh strawberries previously stemmed, washed and drained and sprinkled with a little powdered sugar. This is very attractive looking and makes good eating. The Strawberry Mousse is cut in individual bricks. You can also serve Meringue Glaces. There are individual Ice Cream Meringues filled with one or two kinds of ice cream or frozen custard, or whatever the contracting parties favor. Tie them with white baby ribbon with a bow. There are also individual ice cream baskets filled with individual small fruits, made of ice cream. These fruits can be molded in their natural color. The molds are very small and when these baskets are filled and trimmed with a few artificial leaves they make a beautiful showing. It requires only a little patience. Do not forget the wedding cake in boxes as every invited guest looks for one. These cakes are baked in sheets and then cut to fit the boxes. The cake is generally fruit or pound cake, plain or ornamented. The boxes are either plain white or white satin covered and after they are filled are tied with white satin ribbon, and handed to the guests as they leave. The boxes can be purchased from any first-class paper box maker and the ice cream molds can be purchased from supply houses. The baskets run 5 or 6 to the quart; small fruits run from 16 to 18 to the quart. The Strawberry Mousse is cut in individual bricks and is put up in 1-quart bricks and cut 6 to the quart, because the brick is lined with frozen cherries or strawberries. This gives an even coat of red on the outside of each brick.

The people want something extra and do not mind the price, so it is up to you to mention these goods to your customers and it is for you to suggest, for

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on occasions of this kind they have so many other things to attend to that they will readily take your suggestions. To let the public know that you make all these things, you must use printers' ink. Have a nice folder printed, and get a copy of the blue book of your city, which contains the addresses of the wealthy people and send them one of your folders addressed to the lady by first-class mail (2c stamp) so that you will be sure it will reach its destination. It is well to keep posted on all social events and if you hear of a wedding or any other affair send one of your folders, or still better, go and see the people yourself. This will be only necessary in the beginning or until you have built up a reputation, then the people will come to you.

Lining a brick mold with water ice, frozen fruit or ice cream is done in the following manner. If you have a hardening room, you set the mold in the room until thoroughly chilled. If you have not these facilities you take a double lid brick, cover with paper the same as you would with ice cream, set in a bucket with ice and salt in the bottom and also around it and just enough to cover it. When the brick is chilled remove the top lid carefully, so that no salt will drop in. Line the sides and bottom of the brick with a thin coating of water ice or ice cream about one-half inch thick. When all lined smooth with a palette knife nice and even, let it set about 10 minutes in the ice then the brick will be ready for filling with Mousse, Bisquit or Glace. All these require a lining. When filling see that you fill all the crevices. Now line the lid with the ice and press down good and tight. Ice up the same as ice cream; let set for 4 hours and they will then be hard enough to cut and if done as instructed it will surprise you what a nice job you have accomplished.

These linings can be of pistachio ice cream, orange or raspberry ice. In fact any color that will suit. For instance if you have an order for an afternoon pink tea all the colors are to be pink; or if it is a green tea the colors should be green. If the tea is "green" the lining of the brick should be pistachio ice cream, or if a yellow tea, line the brick with orange ice and so on. This is the finer part of ice cream and is generally made by the fine confectioners and caterers. Of course there is a great deal more and this will follow in a later edition of this journal.

ICE OR SEDIMENT IN THE BOTTOM OF ICE CREAM CANS

This is caused by the ice cream not being properly frozen when made. The cream should be frozen to the consistency of a thick batter. If frozen with a brine machine, with the ice and salt system, freeze it till it hangs to the dasher. You can open the machine and if not frozen enough you can start the machine over again and freeze more until you have the proper thickness. If the cream is taken off too soft the unfrozen part will settle to the bottom of the can and will freeze and that is the cause of the sediment and ice. Again in dishing up ice cream some use dippers which are very nice, and others use the spoon (which is a very good and clean way) but they must always be kept in water ready for use. When you dish up an order, you of course take the spoon or cone right out of the water and dip into the ice cream, the water that clings to the spoon or cone drops into the ice cream, and freezes and forms small pieces of ice and by the time the can is half empty, you have quite a number of these frozen drops in your ice cream all mixed through. This can be avoided, by giving the spoon or cone one hard shake when taken out of the water but do not shake into the ice cream as some careless people do. There are other causes which will be explained later.

4TH OF JULY

As the 4th of July is approaching, it is well to be prepared for a rush, but do not overstock as the day is not what it was some years ago. People formerly celebrated the 4th at home and naturally consumed ice cream, but it is different now, owing to the automobile. If the weather is favorable the people take outings. Should the weather be unfavorable you will likely do some business.

STRAWBERRY MOUSSE—4 QUARTS

Line 4 1-quart bricks with a red ice, set a tin basin or copper tin-lined kettle in ice and water, and whip 1½ whipping cream (25%) good and stiff in this cold kettle, then put in sieve or strainer to drain. Chop a pint of fresh red strawberries not too fine, mix in ½ pound powdered sifted sugar, mix thoroughly into the whipped cream then fill the lined bricks as instructed.

FROZEN CHERRIES—20 QUARTS

15 pounds sugar, 10 quarts water, 1 gallon can pitted white or red cherries. If fresh fruit is in market, then use 3 quarts of red pitted cherries but never black cherries as they discolor the ice. Mix cherries and sugar, add the water, the strained juice of 1 dozen lemons, or citric acid, stir up well, color with a few drops of red, not too deep, freeze but do not strain.

Radio Orders

PERHAPS it may be of interest to the Ice Cream Trade in general that ice cream is becoming so international in character that some of our across-seas customers for machines cannot afford to take chances with the old-fashioned method of cabling their orders, and have to resort to the Radio Service in their efforts to expedite shipments. The Emery Thompson Machine & Supply Co. recently received one such order.

This is a very pronounced adaptation of that old-fashioned American political adage of several decades ago, "that American prestige follows the flag."

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The Retail Confectioner

G. H. Roberts

WITH the coming of the hot season a great deal of attention must be given to candy. Bottoms of chocolates will shrink up due to heat. Chocolates will also become foggy or mouldy looking. This is due to heat, the cocoa butter in the chocolate coming to the surface. This can be eliminated on a very hot day by having a tin box made, say 24 inches long, 12 or 14 inches wide, and 12 inches deep, with cover. Fill this box with ice and place it in one corner of the showcase. Leave the extreme end door of the show-case open one-half inch and you will get good results as this will keep a ten-foot case cool for twenty-four hours and keep chocolates in perfect condition.

It is also better to make goods that will stand up during the months of June, July and August. You will find the following good eating and good hot weather sellers.

NORTH POLES

Place in pan 5 lbs. of white sugar, 2 lbs. of brown sugar, 3 lbs. of corn syrup, ½ gal. of light cream, ½ lb. of hard fat. Stir continuously and cook to 230° Fahrenheit. Take off the fire and let set 20 minutes, then add 6 lbs. of confectioners' XXXX sugar. Then stir it until it becomes grainy. Cover the table with waxed paper or heavy oiled paper, then set up your bars into a square and pour the above batch in. Be sure to pour before batch get too thick. In three hours this is cool enough to cut. Cut up in pieces 1½ inches long and ½ inch wide, or about the size of a nougatine. Then place in pans. Now take 3 lbs. of fondant and 5 lbs. of marshmallow and place in double boiler. Place over fire and heat. Stir occasionally and add 2 tablespoonfuls of water. When this cream is melted, which takes a very few minutes, dip the above pieces which you have cut up and roll into shredded cocoanut. This is a nice looking piece and good eating and the hot weather has no effect on it.

TO MAKE TOASTED MARSHMALLOWS

A great many retailers have no means of roasting cocoanut. You can roast cocoanut in a copper kettle or a common aluminum pan. Put some shredded cocoanut in pan, place on a moderate fire, not too hot, and stir continuously, removing it from the fire every few minutes for a second or two. When the cocoanut becomes coffee color, remove from the fire and spread on paper. After it cools it will be several shades darker. Then place in a pan 4 lbs. of sugar, ½ lb. of corn syrup, 1 qt. of water. Let come to a boil, take off fire, drop in a few marshmallows, fish them out with a fork, then roll in the toasted cocoanut. Let set for ten or fifteen minutes before packing. When cool they are delicious, as cocoanut roasted on an open fire is much better than roasted by steam.

POLAR BEARS

Place in a pan 5 lbs. of white sugar, 1 lb. of brown sugar, 1 lb. of corn syrup, 3 pints of water. Boil to 230° Fahrenheit. Add one-half pound of butter and 1 teaspoonful of salt. Drop in marshmallows and pick out with a fork. Roll in cocoanut and place in pans.

SALT WATER TAFFY

Place in pan 10 lbs. of corn syrup, 5 lbs. of sugar, ½ lb. of hard fat, 1 teaspoonful of salt. Cook to 245° F. Then add ½ lb. butter and cook to 250° Fahrenheit. Pour on marble and pull on hook. Flavor with vanilla while pulling. Dust table with starch, cut up in small pieces and wrap in waxed paper.

SALT WATER TAFFY AND ACID FLAVORS

5 lbs. of sugar, 10 lbs. of corn syrup, ½ lb. of hard fat, ½ lb. of butter, 1 teaspoonful of salt. Cook to 250°.

For lemon, color yellow on marble and when batch is cool, or ready to put on the hook, add 1 oz. powdered citric acid and flavor with lemon oil. Dust table with starch, cut up and wrap in waxed paper.

Orange, strawberry, raspberry and lime are all made as above, using the desired flavors and colors: green for lime, red for strawberry and raspberry, orange color for orange. Orange color can also be made by combining yellow and red together.

PEPPERMINT KISSES

5 lbs. of white sugar, 7 lbs. of corn syrup, 4 qts. of good grade of molasses, 1 lb. of hard fat. Cook to 245°, then add 1 lb. of good butter and 2 oz. of salt and cook to 250° Fahrenheit. When cool pull ¾ of the batch on hook, leaving ¼ on the marble, which you may use after the batch is pulled for stripe. Cut the ¼ of the batch which lay on the marble into four pieces. Place two pieces on each side of the pulled batch, which will form stripes.

TRUFFLES

Place in pan 5 lbs. of white sugar, 5 lbs. of corn syrup, 2 qts. of light cream, 1 qt. of evaporated milk, unsweetened, ½ lb. of hard fat, 2 teaspoonfuls of salt. Stir continuously and cook to 248° Fahrenheit. Flavor with vanilla. Pour on clean marble, well oiled. When cool, cut up in small pieces one inch long, ½ inch wide. Dip in sweet coating and roll in chocolate shot. This is a very good seller and commands a good price.

Cocoa Truffles are made exactly the same way, with the exception that they are rolled in shredded cocoanut instead of chocolate shot.

MAPLE PENOUCHE

5 lbs. of white sugar, 4 lbs. of maple sugar, ½ lb. of corn syrup, and 2 qts. of light cream. Cook to 234°, stirring continuously, then take off fire and add ½ lb. of butter and 2 teaspoonfuls of salt. Stir batch until it becomes grainy. Set square up with bars on wooden table, line with heavy oiled paper. Then pour batch on and let set four hours. Mark off into squares and break up.

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PECAN CROQUETTES

Batch No. 1. Place in pan 10 lbs. of white sugar and 1 lb. of corn syrup. Wash sides of the pan down so there is absolutely no grain on the sides. Cook to 243°. Take off fire and pour on clean marble slightly sprinkled with water. When almost cold turn up and work into a fondant. After working this batch three minutes have ready 3 lbs. of marshmallow or nougat cream, and mix this in, turning it until it becomes one solid mass. Then knead as you would common dough and roll in little balls and set on pans.

Batch No. 2. Take 4 lbs. of white sugar, 4 lbs. of corn syrup, 1 qt. of light cream, 1 qt. of evaporated milk and one teaspoonful of cream of tartar.

Note. Place the cream of tartar in ¼ glass of water and add this to the batch after the batch begins to boil. Cook batch to 236°. Have ready on the side some chopped pecans. Take the above little balls made from Batch No. 1 and dip them into the above batch. Then roll in pecans. Let stand for a while until they cool. They are a dainty piece of goods, nice eating and a great repeater. They can be made in small balls and sold for $1.00 a pound, or made to run 12 to the pound and sold for 10 cents each.

Confectionery, Biscuit and Chocolate Industries of Canada

THE fourth annual Convention of the Confectionery, Biscuit and Chocolate Industries of Canada was held in the Ritz-Carlton Hotel, Montreal, May 9th, 10th and 11th.

A special feature in connection with this Convention was an Exhibition given by Associate members, consisting of supplies of all kinds. The Exhibition was held in the ball room of the hotel, and was a complete success, every Exhibit being very tastily arranged. The Convention expressed itself in no uncertain way with regard to the value of the Associate members, and voiced their appreciation of the Exhibition.

A. D. Ganong, of Ganong Bros., Ltd., St. Stephen, N. B., took the chair in the absence of W. Robertson, the President for the past year, who was unable to be present.

The first session consisted of a report presented by the President, whose address was read, also reports by the Chairman of the Executive Committee; the Treasurer, and the Secretary. These reports were received in turn and adopted.

A luncheon was given at 12.30, at which Mayor Martin, of Montreal, gave an address. His words were very much appreciated by every member present.

At 2 P. M. the Convention re-convened, when an address was given by G. W. Harris on "Insurance." At 2.30 P. M. a discussion was held on "Candy Day," and brief addresses were given by Geo. W. Matthews, W. H. C. McEachren, Ald. H. Hunt, and others. A very profitable discussion took place and it was decided that Candy Day should be made a permanent event in connection with the industry, and a committee was appointed to carry out the details.

In the evening, a theatre party was given at the Princess Theatre—the Convention delegates being the guests of the Toronto Associate members.

At the morning session, May 10th, officers were elected as follows:

President—H. N. Cowan, Cowan Co., Ltd., Toronto.

1st Vice-president—E. Littler, W. M. Lowney Co., Montreal.

2nd Vice-president—F. McCormick, McCormick Mfg. Co., London.

Treasurer—Colin Currie, D. S. Perrin Co., London.

Secretary—C. J. Bodley, C. J. Bodley, Ltd., Toronto.

The Executive Committee was appointed as follows: Morden Neilson, C. W. Monoghan, Mr. Pleurdo, F. O'Connor, W. Robertson, F. W. Bean, C. E. Edmonds, C. C. Wardrope, T. W. McFarland, J. H. Tabor, Jas. Ramsay, A. D. Ganong.

Following this, addresses were given by H. M. Challenger of Toronto on "Factory Organization," and Clyde Murray of New York, on "Candy Costing." These addresses were very profitable, and a splendid discussion followed. In the afternoon the delegates were the guests of the Montreal Harbor Commission on a trip to view the harbor. The courtesy of the Commission was very much appreciated and the day being so favorable, a most enjoyable time was spent.

The Annual Banquet was held in the evening with an attendance of nearly 200. The Honorable J. M. Robb, Minister of Trade and Commerce, addressed the meeting. This address was followed by a splendid program, and a great deal of enthusiasm was in evidence. It was the most successful of the kind that has ever been held by the industry, in Canada.

On the closing morning of the Convention, an address was given by Mr. Bardorf, Supt. of the St. Lawrence Refining Company, on "Sugar, from soil to sack." This was a most interesting address, especially to a Convention of candy men. D. E. MacVannell, editor of *Candy* gave an address on "The trade paper as an aid to industry." The committee on resolutions also made a report, which was accepted.

In the afternoon the delegates were entertained by the W. M. Lowney Company and the St. Lawrence Refining Co., and a splendid time was spent in these plants.

The Convention was exceedingly well attended, and keen appreciation was given to all those taking part on the program. Steps are being taken by the

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Executive Committee to introduce a Credit Department in connection with the Associational work, also the creation of a retail manufacturers branch of the membership. In view of the activities of the past year, there is no doubt that the Associational service is appreciated by the members, and all look forward to a larger membership and greater activities in the coming year.

THE JOBBER

A COMMENDABLE THING FOR JOBBERS ASSOCIATIONS

THE meetings of any club, society or association in course of time grow dull, uninspiring and tiresome unless some fresh people are brought in to lift the proceedings out of a rut. The Philadelphia Jobbing Confectioners' Association plans to have some one prominent in the trade address the assembly each regular meeting night, and thus endeavor to have the meetings so interesting and instructive that the members cannot afford to be absent. There is much to commend itself in this idea. More than appears at the first glance. If a number of jobbers, for instance, thresh out their problems evening after evening there is danger that they will see them with an ever-narrowing viewpoint. But if they will call in the manufacturers, the retailers, the salesmen and the various executives, from time to time, they will see these things in their relationship to the other branches of the trade and will thus obtain a perspective which will be helpful. Business is not simple today. It is exceedingly complex and tending to grow more so. The problems which face the business are permanent and can never be wholly eliminated. They can be minimized, shifted, changed and exchanged, and the best results are accomplished by viewing them from all angles and obtaining the views of the different people interested. Therefore if candy jobbers hear the ideas, now of a manufacturer, then of a retailer and later of a salesman they will obtain many ideas of real value. Would it not give spice to the meetings to have occasional debates on various trade topics? Two speakers on each side, who go at their verbal combat, hammer and tongs, under the stern eye of a moderator who keeps them within the rules, not only bring out all the points in the most striking manner, but put a tang to the proceedings which would fill up the benches every meeting night.

THE ATTITUDE OF THE MANUFACTURER

IN TALKING to a manufacturing confectioner recently, said a jobber, he frankly stated that the attitude of the average manufacturer has been one of too much indifference for the welfare of his distributors. When asked how this unfortunate condition of affairs could be obviated he frankly confessed that he knew of no remedy which could be brought promptly to bear, and that in fact he knew no remedy whatever, except the cultivation of team work between them, a drawing together in helpfulness and the development on the part of each of a sympathetic state of mind for the problems of the other. Conditions and customs are rapidly changing in every phase of human activity, including business. The highly developed feeling of personal independence, which was an individual characteristic many years ago, still persisted after the personal independence had disappeared. And a remnant of that feeling still continues. Interdependence—rather than independence—is now the order of the day, and this interdependence is growing with accelerating strides. We are all slow—very slow—to recognize this, and slower still to act upon it.

The prosperity of the manufacturer depends entirely upon the success of the distributors. It is manifestly to his interests to have his distributors prosperous, contented and with as clear field as possible to push and enlarge their business, rather than have their energies frittered away fighting petty and unnecessary annoyances, or disentangling avoidable complications. Such being the case it enhances the interest of the manufacturers to have a lively concern for the welfare of his distributors. Anything that threatens their welfare, their growth and development, and their activities also threatens his interests in a secondary degree. Anything that lowers the tone or the usefulness of the jobbers is not a matter of indifference to the manufacturer.

Of course new men are continually entering the candy jobbing field, even though it is universally conceded that the field is decidedly over-crowded; and as a matter of right and policy the manufacturers will give jobbing prices and accommodations to those who are properly entitled to them. But many of them are new in this field, without knowledge of the prices, customs, expenses and contingencies pertaining to the jobbing trade; and many of them are not burdened with over-scruples regarding the ethics of the business and the implied responsibility which every jobber owes to his fellows. The manufacturer would be conserving his own interests if he should develop a real concern which would cause him to exercise a discrimination in his dealings. He could turn down those seeking jobbers' privileges who are not jobbers, and he could with others, exercise words of caution against various practices which are harmful all around. This without in any degree interfering with the free rights of trade. Such a change of understanding, of goodwill, of mutual helpfulness in the minds of

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manufacturers and jobbers will necessarily be of slow growth, but it is in accordance with the spirit of the times and all should work for its acceleration.

CAN ANY ONE ANSWER THIS?

Dear Editor:

Can you give me a description and the characteristics of "The New Psychology," as related to wholesale selling, and particularly to candy? In talking with a wide-awake jobber recently he was telling me that he would have to drop one of his salesmen, because it seemed impossible for him to acquire the New Psychology.

As near as I know the methods of talk, argument and wholesale selling have undergone quite a radical change the last few years. Today the personal equation is growing in importance. The salesman cultivates in himself a sincere friendship for each of his customers. He recognizes that his interest and their interests are identical. He sells such goods, in such quantities, at such prices and at such times as will be of the most value to his retail dealers. He works with them wholeheartedly and unselfishly to advance their business interests, well knowing he will reap a harvest of increased orders by so doing and retain the growing confidence of his customers.

This, in brief, as I understand it, constitutes the methods of the most successful salesmen today, which is a far call from the customs heretofore prevailing. These are the methods I am instructing my salesmen to follow, and I can see the wisdom of this policy in their increasing business.

If there is anything later and better than this which is traveling under the high-sounding name of "The New Psychology" I would like to know exactly what it is, so I can adapt some of its features in my business if they are an improvement on those now prevailing.

THE VALUE OF PERSONAL FRIENDSHIP

IN THIS day of the buyers' market when buyers are as scarce and coy as pretty girls at an old maids' sewing circle, it is entirely in order for a traveling salesman to play up every little possible point which will bring him pleasingly to the minds of his customers and prospects. Everybody is talking about the necessity of selling service as well as goods, and the advice on how this can be done is manifold and multiform, and the service stunt is therefore beginning to suffer keenly from overwork.

Some traveling salesmen in order to deepen favorable impressions in the cerebrum of retailers are working along the lines of the personal equation. In other words they cultivate and strengthen personal friendship. They educate themselves in the art of pleasing. As they journey from place to place their eyes are keen and their minds alert to do some pleasing little act for their various customers. The souvenir post cards afford them many opportunities for this, and post cards furnish opportunities for interesting and profitable studies in human nature. A salesman who makes it a practice to "get close" to his various retail customers soon ascertains the hobbies, the likings and the prejudices of many. Having these in mind he can go into a stationery store in any city, run his eye over the scores of cards on display and select one here which will please a customer in a certain town, another there which will cause a smile to another customer, and so on. He can buy these, write a few words and his signature on each and mail them to the different people. Suppose he should write on one: "This card made me think of you," the customer receiving it would be pleased with the subtle flattery. He would tell himself that the salesman must have a kind personal regard for him, since this regard caused the salesman to remember his hobby, purchase a postal which was a reminder of it and mail the postal with a little kindly message. There is not a particle of doubt but what a salesman could turn indifferent acquaintances into warm friends by a careful and systematic policy of this kind. The expense of time and of money would be slight, and the rewards would be out of all proportion to the effort made. For we cannot tell ourselves too frequently that people like to deal with their friends, and one of the most effective methods of getting orders is to transform people from acquaintances into friends.

TIRESOME, BUT NECESSARY

ONE of the ideals of a publisher is to produce a bright, crisp, snappy, newsy publication, with plenty of new stuff which will chain the readers to their chairs until they have read the last line of the last page. But a stern master points an unrelenting finger while he commands the publisher to write on subjects of the heaviest weight rather than the most interest; and one of the weightiest subjects now before the jobbers of candy has to do with a correct knowledge of the cost of doing business. This subject has been harped upon, talked about and written up until it would seem as though it had gotten under the hide of every single and solitary man-jack candy jobber in the country. The statement has been made, iterated, re-iterated times without number that more than one-third of the business failures of the country are due to incompetence, and that this incompetence almost always includes ignorance of the cost of doing business. Ask the candy jobbers what is the most harmful and exasperating evil that confronts them and a great cry will instantly arise to the high heaven from every throat that it is price-cutting. Ask who are the greatest offenders in this reprehensible practice, and the reply, also unanimous, will state that they are the ignorant, the inexperienced, the loosely trained. Manufacturers assert this, jobbers echo it, and retailer re-echo the accusation when they discuss the subject. What is to be

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done under what all agree is a deplorable state of affairs? Shall we cease writing, talking and agitating the subject because it has been discussed so long and so earnestly? Shall we leave it severely alone because it is tiresome both to the writer and the reader? Shall we fill the space with something that is livelier, snappier, newer, more interesting?

That would be one way of treating it, but hardly the wisest way, for the evil would continue, the losses would increase, the exasperation would multiply. The welfare of all demands that this campaign of education shall continue until every jobber, or near-jobber, is converted to the practice of keeping accurate and continued accounts which will keep him informed as to the cost of conducting his business, and how much expense is entailed in every dollar's worth of goods he sells. Here is a field where manufacturers and jobbers can unite upon a common ground of mutual interest, where both can work together for the good of each, and where, by thus working. they will create a feeling of friendly harmony which would drive out the slight feeling of suspicion and irritation which exists in the minds of some jobbers toward manufacturers and which should be exorcised away.

Let us speak a word of encouragement on the subject. Progress has been made in this work of educating careless and indifferent business men. Every house that calls itself modern now knows the cost of doing business, and the increase of such houses is encouraging. But it is slow work, it will require time and every effort of every agency should be enlisted in the campaign.

EVEN THE FATES LOVE A PLODDER

THERE are two ways of selling goods. One is by strategy, by brilliancy, by little artifices in diplomacy, by playing upon the foibles of human nature. All these are legitimate and successful, but the ability to do these things seems born in some people. It comes naturally to them. Those who lack it seem unable to acquire it, and they are perforce condemned to look on helplessly, with indescribable feelings, while they see some rival carry off the coveted orders as lightly and easily as a lady picks up her silken kerchief.

But if your salesmen are not of this type you have it in your power to speak words of encouragement to them which will hearten them mightily and send them forth, confident and rejoicing, to gather up their proper meed of life-giving orders. You can tell them that there is some subtle power in an earnest, serious, persevering plodder which is even superior to wiles of the strategist. There is a substantiability to him which people like, and the longer they know him the more confidence they have. He grows on them. Tell your salesmen who lack brilliance to go forth with stout hearts and serene confidence of victory. Tell them to plod, to call on as many men as many times as possible, and to keep it up unceasingly. The fates which hold our destinies in our hands seem to love plodders—men who work unceasingly and perpetually with confidence, and with love in their hearts for their work. Such a salesman as this need envy no man, no matter how brilliant, for the simple plan of seeing as many men as possible, as often as possible will bring him in many paces ahead of the brilliant strategist.

Maple Syrup Plentiful

A REPORT from Lowville, N. Y., states that a firm in that town has bought 6,200 gallons of Maple Syrup at $1.25 per gallon. It is to be used in making fine candies. Another dispatch from Canton, N. Y., upon the western border of the Adirondacks is published as follows:

"Producers who joined the Maple Producers' Association have not yet heard what they will receive per gallon for their syrup as the syrup was shipped from here to a warehouse in Syracuse where it will be processed and distributed to purchasers. The proceeds will then, after the expenses of the association have been deducted, be divided among the producers. About 40,000 gallons was signed for to the association from this county in large steel drums which were furnished the farmers. These were sent from the headquarters to the nearest shipping station of the producer, filled by him and returned.

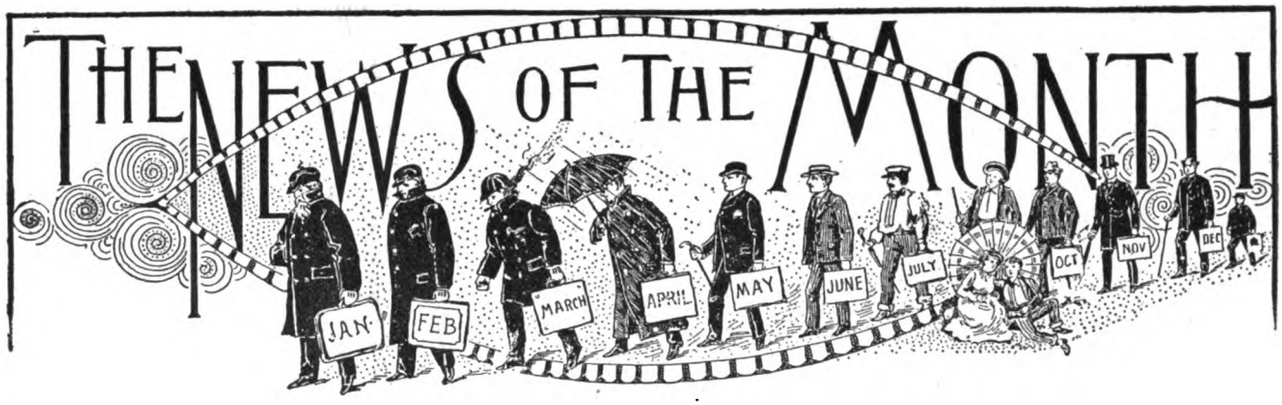
"What was formerly a large brewery in Syracuse was leased by the association to be used as a warehouse. The syrup, it is said, will then be put up in the form of maple products, such as cream confections, sugar and bottled syrup, and will be under a copyrighted brand, these to be sold largely to consumers."

They Surely Do!

HOW things do move! Other day we were looking over old copy of *New York Tribune* published in 1876, the "centennial year." Article in that paper boasted about the wonderful progress the nation had made, with its "vast population of 44,000,000." Think of it: the present writer was a boy in 1876 and went to the centennial; yet in the 46 years since then the population of the United States has multiplied two and a half times! It was only a few years ago that the champions of cheap government complained because we had "a billion-dollar congress," namely a congress which would appropriate a billion dollars in two years. And yet New York City is now a "billion-dollar city," and it requires an appropriation of over a billion dollars each year.—*Exchange.*

THE right use of your windows will bring in the new customers you need to take the place of those you unavoidably lose.

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THE Fruitora Products Company, Eureka Springs, Ark., makers of Fruitora, moved into their new factory May 1st.

CONFECTIONERY Merchandising, Chicago, has been incorporated and submerged in "Candygram Register," this advice reaching us from Chas. F. Marcher, Secretary of the Candygram Association.

EARL W. Sweeney who represented the Heidelberger Confectionery Co., Philadelphia, in the Pennsylvania and Ohio territory is no longer connected with the house. J. M. Boyd and Frank K. Bower succeeding.

LORD Candy Co. is a new corporation located in Boston, Mass., engaged in the manufacture of confectionery specialties. The company is composed of H. W. Hale, President; Robt. W. Lord, Secretary and Treasurer; O. P. Sanders, Morris Cushman and Mauritz Norlin, all of whom have been identified with the confectionery interests of New England for a long number of years.

THE Continental Paper & Bag Mills of 16-18 East 40th street, New York, have their Brooklyn factory in full operation, and are now able to "hustle" through orders for the various products which the title of the company indicates they manufacture.

CHARLES F. Simes, formerly president of the Boston Confectionery Co., Cambridge, Mass., has joined the sales organization of Runkel Brothers, Inc., New York, and will represent the house in New England, selling coatings, liquors and a general line of confectionery to the manufacturing trade. This appointment will permit Mr. Fitzgerald to devote more of his time in developing and increasing business in New York, Pennsylvania, Ohio and Michigan. In taking the New England territory Mr. Simes carries into his new work a fine personality that has already brought him a large acquaintance and a "bunch" of friends who like him for what he is. If we could throw an old shoe from Philadelphia to Boston we would fire one at him for good luck.

HENRY Mosher, with the Kellogg Toasted Corn Flake Co. for many years, has become connected with the Taylor-Made Candy Co. of Battle Creek, Mich., and will have charge of the Credit Department beginning May 1st.

THE Leaf Bros. Candy Mfg. Co., Inc., have removed to 334 Walton avenue, corner of 140th street, New York City, where they have larger quarters and better facilities to handle their trade.

THE Helburn Candy Co., Montgomery, Ala., recently moved their business from 20 Commerce street to 129 Commerce street, the change being made to secure more commodious quarters for their growing business.

STOCKHOLDERS of the Temple Candy Company, Temple, Texas, in annual session elected directors for the year as follows: Bennett F. Smith, O. P. Smith, J. S. McCelvey, L. L. Tally and B. L. George. O. P. Smith was elected secretary and assistant manager.

WILLIAM Timmerman, who has been with the Bradley-Smith Company, New Haven, Conn., has accepted a position with the Klein Chocolate Company, Inc., Elizabethtown, Pa., and will represent them in their New York City territory. Mr. Timmerman will succeed Sam Zolotorofe, resigned.

SAM Zolotorofe, New York representative for the Klein Chocolate Company, Inc., of Elizabethtown, Pa., has resigned his position and will become affiliated with the Metro Chocolate Company of New York City. Mr. Zolotorofe has been a valuable man to the Klein Chocolate Company and they regret his leaving their employ. Mr. Zolotorofe, we understand, is to become financially interested in the Metro Chocolate Company, and will be a valuable addition to that organization.

MR. Meier and Mr. Baarnske, of O. P. Baur Co., Denver, Colo., spent the week of May 1st in New York City, visiting the trade and making purchases.

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ROBERT Richardson, who for a number of years has covered the Carolinas, Georgia, Florida and Tennessee for the Hershey Chocolate Co., recently went to St. Luke's Home, Phoenix, Arizona, for his health, expecting to stay one year. "Bob," who is personally known to every confectionery jobber in his large territory, writes that he has gained thirteen pounds and would be glad to hear from his customers and friends at the above address.

THE Clearfield Candy Co., Philadelphia, Penna., has leased the building at 1901-1903 East Clearfield street. The company consists of William B. Astley and Samuel S. Keeley, both men having been engaged in the confectionery business.

THE Goelitz Confectionery Co., of North Chicago, Ill., have started work in their new branch factory at 1007-1009 Can street, Dallas, Texas. Armin Goelitz and S. J. Tolle will be in charge of the new branch.

CHARLES J. Meakin, the Cincinnati, Ohio, confectioner, recently purchased the large and central property at No. 610 Vine street.

SWEET Brand Company, Providence, R. I., incorporated to manufacture food and confections, with capital stock of $25,000, by Lorenzo Monti, Luigi Cepolla and Domenico Tarre.

HOEFFLER'S Incorporated, Berkeley, California, filed articles to conduct a general candy business, with capital stock of $50,000, by O. L., R. W. and L. J. Hoeffler and Otis P. Dyar.

DIFFLY-McGLYNN Candy Co., Montgomery, Ohio, capital stock, $5,000, incorporated by P. F. Diffly, P. H. McGlynn and H. W. Liddon.

COMMERCIAL Candy Manufacturing Company, 2953 W. Van Buren street, Chicago, Ill., incorporated; capital, $15,000. Incorporators: Alexander Adream, James Baldi, Victor Baldi, Albert F. Baldi.

PREMIER Candy Company, Seattle, Wash., incorporated to manufacture confectionery, with capital stock of $30,000, by W. G. Koenig, J. J. Koenig and E. W. Parks.

THE Danbury Candy Co., 253 Main street, Danbury, Conn., has commenced the manufacturing of candy which is being wholesaled throughout Connecticut and in parts of New York state. The candy is being manufactured on the second floor of the company's building on Main street, which was recently remodeled for that purpose.

THE Southern Wholesale Confectioners' Association will hold their 1922 Convention at Wrightsville Beach on June 8th and 9th and if the efforts of the officers and Convention Committees prove successful a record-breaking meeting will be held. Many problems of the utmost importance to the Southern trade are to come up for discussion and solution, and members affected by these problems will be on hand to lend their voices and influence in determining "what is best" for the trade as a body. The affairs of the Convention will be guided by President John R. Hanby and Secretary Sidney S. Wortsman, who are both good "engineers."

THE Orth-Williams Co. has been formed with plant at 1051 W. Goodale street, Columbus, Ohio. This company will engage in the manufacture of candy. Charles F. Orth and Walter S. Williams, organizers of the company, were formerly with the Purity Candy Co.

NEW Bern Candy Co., New Bern, N. C., incorporated with capital stock of $25,000, by P. S. Sadler, Pearl Sadler and C. W. Lane.

THE Model Candy Co., Beaver Falls, Penna., one of the oldest wholesale candy houses in that vicinity, is now under new management as a result of a reorganization, by which John W. Rayl, manager of the company since its inception in 1902, retires from active business and the active heads of the concern will be Roy S. Weagley, president; Theodore Gilchrist, vice-president, and Eugene S. Musick, secretary and treasurer.

THE New England Confectioners' Club held their last dinner gathering for this season at Young's Hotel, with good attendance. It was entirely informal and during dinner an orchestra played popular music. Following dinner, at which the club president, N. E. Covel, presided, Charles Bird reported regarding arrangements made for the Boston party of confectioners to attend the annual convention of the National Confectioners' Association. Boston will be well represented. It was announced that H. Clifford Gallagher, for more than thirty years a member of the Confectioners' Club, had been made an honorary member. Mr. Gallagher is president of the old-time house of Walter Baker & Co., Ltd. The club's next meeting will be in mid-October.

THE St. Louis branch office of Ungerer & Company, New York, in charge of C. L. Iorns, formerly located in the Pierce Building, was moved May 1st into larger quarters at 826 Clark avenue. Increased facilities will be available in the new location.

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IT IS reported that Ridley's, the old-established New York City confectioner, has purchased a large block of ground in Long Island City and will erect a large, four-story candy factory.

KIBBE Brothers Company, the manufacturing confectioners of Springfield, Mass., have the large store, No. 48 Hudson avenue, Albany, New York, and will use it as a distributing center for that territory.

RUTH Cleves Corporation, incorporated to conduct a confectionery business in New York City, with capital stock of $70,000, by Ashton F. Embry, Christine L. Cleves and Ruth L. Cleves.

I. C. Candy Company, Brooklyn, New York, incorporated under the laws of that state to manufacture and deal in confectionery by Samuel, Abraham and Louis Smirnow; capital, $10,000.

IT IS reported that the Peter Paul Manufacturing Co. is to move its candy factory from New Haven, Conn., to Naugatuck, same state, and will build a new two-story brick factory at the latter place.

SINGER Candy Works, West Hoboken, N. J., incorporated by Charles Singer, Joseph S. Singer and Albert H. Bernstein; capital, $125,000.

J. C. Mawhinney has opened an attractive home-made candy store, ice cream parlor and luncheonette under the style of "The Lollypop Shoppe" in Clear Lake, Iowa.

THE Philadelphia Jobbing Confectioners' Association had a very well attended meeting on the evening of May 18th, at Grand Fraternity Building, Mr. A. C. Keeley presiding. The Association was honored on this occasion by the presence of Mr. Wm. B. Rosskam, of The Quaker City Chocolate Co., who addressed the members on the topic "Trade Abuses and How to Remedy Them." A big subject, but Mr. Rosskam's large and varied experience in the confectionery business proved him competent in every way to handle it, for over half hour holding the closest interest and attention of all present. State Senator A. F. Daix, Jr., responded to his address in his usual able manner, interspersed by good humored allusions to fit the occasion. President A. C. Keeley also made an address on "Happiness" and further remarks were made by J. Martin Miller, Joseph Casani, Christian Pflaum, Jr., Chas. Schaefer, Al. S. Putzel and John Pflaum. It was indeed an interesting and profitable evening for all who attended. The Association has now existed for twenty-two years, quite a long life for a trade association, and has for its purpose "The betterment of the confectionery business, to create social and friendly business relations among its members, to further the manufacture and sale of pure goods and to co-operate with the pure food authorities to the fullest extent." The officers of the Association are: A. C. Keeley, President; J. Martin Miller, Vice-president; Chas. Schaefer, Secretary; W. J. Haun, Treasurer.

ROTH & Company have incorporated at Middletown, Ohio, and in addition to the manufacture of a line of confectionery will job a full line of paper supplies. The incorporators are John Roth, Curtis Focht, Alvin J. Wehr, A. A. Burkhart and Nellie Fitzgerald. The new firm takes over the wholesale factory of A. J. Wehr, who will have charge of the manufacturing end of the business. Mr. Roth and Mr. Burkhart will be of the sales force, while Miss Fitzgerald has charge of the office.

LAST month Allen & Andrews, of Corning, N. Y., purchased a three-story brick building into which they will move their present equipment and install additional facilities to manufacture. This firm started their enterprise just two years ago and believe there is a wonderful future in the candy business.

THE Walsh Candy Shops, Jamaica Plains, Mass., will open another store at Brookline, Mass., serving ice cream as well as their own line of candies.

J. S. May, representing the Blanke-Baer Extract and Preserving Co., St. Louis, Mo., has just completed a three months' trip through Canada, to the western coast.

THE citizens of Baltimore gave a banquet to the officials of the American Sugar Refinery Co., Baltimore Branch, on May 5th, at the Southern Hotel. There was quite a large delegation from the manufacturing confectioners of Baltimore attending. The affair was a grand success. The officials of the American Sugar Refinery Co. extended invitations to the confectioners to inspect their plant on May 17th. Quite a large number of confectioners took advantage of the invitation and went to the plant. They proclaimed it to be one of the most complete of its kind in the country.

DICKSON Brothers, Hammond, Ind., operating two candy stores and restaurants, recently incorporated as the Consumers Ice Cream and Candy Co., with capital of $100,000. They are also associated with a new company which will build a new hotel, to cost $150,000. James Dickson is treasurer and Gust Stephens is secretary. Mr. Stephens will manage the ice cream business.

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STRIGLOS Brothers, De Kalb, Ill., have equipped a beautiful confectionery store and ice cream and soda parlor, said to be one of the finest in that part of the country. The store is nearly one hundred feet wide.

FRANK J. Miller has purchased the interest of George Richmond in the wholesale confectionery business at Aurora, Ill., and will conduct the business in the future under the name of the Richmond Candy Co., Inc., at 48 Downer Place.

THE National Licorice Company will publish from time to time in connection with their trade advertisements, reproductions of a very unique and interesting group of photographs taken in Asia Minor and the Caucasus, showing the processes of digging, curing, cutting, baling, weighing and transporting Licorice Root. The root is eventually brought to this country (the main market) to be converted into Licorice Paste, which is the principal ingredient entering into the manufacture of the National Licorice Company's commodities.

JOSEPH Gentilcore, Uniontown, Penna., whose confectionery and grocery was recently burned, has bought a two-story brick building on North Gallatin avenue, and will open a first class confectionery and grocery store immediately.

PETER and Nick Stavros are now sole owners of the "Classic" confectionery store at Fifth and Chillicothe streets, Portsmouth, Ohio, having bought out their partners, Geo. Korres and Geo. Leinard.

THE Golden Butterfly Candy Company has taken over and will conduct the business of the Abe Lincoln Candy Company, at 207 North Liberty street, Baltimore, Md.

THE articles of association of the Vermont Confectionery Company of Burlington, Vt., have been under the conduct of a wholesale and retail confectionery business, dealing in tobacco and soft drinks. The company is to issue 202 shares of common and 75 shares of preferred stock, all at a par value of $100 per share.

NASSIF Candy Co., Wheeling, West Va., incorporated under the laws of that state to manufacture and deal in confectionery, tobacco, etc., by Louis and Charles Nassif, Anna Johnson, Gertrude Ritter and Charles J. Schuck; capital, $75,000.

EASTERN Gum Co., of Monson, Maine, incorporated to manufacture and deal in chewing gum, with capital stock of $50,000. Harry Davis is treasurer of the company.

THE Western Confectioners' Association will hold its annual Convention beginning July 15, 1922. The Association has chartered a ship, the S. S. "Spokane," which will leave Seattle on the above date for a twelve-day trip up the coast to Alaska and return. The meetings and business of the Convention will be held en route. There are about two hundred booked for passage, and it is the desire of the Western Association to increase this number as much as possible. An invitation is therefore extended to the confectioners throughout the country to join the party as it will be a worth while trip for anyone. Mr. Chester E. Roberts, President of the Imperial Candy Company, of Seattle, is President of the Association, and will be glad to take care of any reservations he may receive. The trip will last 12 days.

THE Twenty-second Anniversary of the Philadelphia Jobbing Confectioners' Association was celebrated by a large dinner-dance at the Bellevue-Stratford on Thursday evening, May 25th. The committee in charge consisted of John Pflaum, Chairman; Louis Weglien, Jr., J. Martin Miller, Charles Schaeffer, A. C. Keeley, Sen. A. F. Daix, Jr. About one hundred and seventy-five attended and speeches were made by Mr. Richard Weglein, President of the Philadelphia Council; Judge Eugene E. Bonniwell, and Senator A. F. Daix, Jr. Souvenirs were distributed and prizes were given for dancing and for the winners of a cootie game and other special features. The evening was a huge success from the pleasure standpoint and also from the standpoint of co-operation and good fellowship as the manufacturers and salesmen were well represented.

Coming Meeting N. C. S. A.

THE 23rd Annual Convention of the National Confectionery Salesmen's Association will be held in Boston the week of July 10th, and already arrangements are under way to make this a most important and successful gathering. Details of the meeting will be given out later. Lay your plans to answer the roll call.

Nixon Cigar & Candy Company, Dallas, Texas, changed name to Merchants Cigar Company.

Harry Pastras will open a candy factory in the Williams Building, Oconto, Wis.

Oscar Olson disposed of his confectionery, soft drink and restaurant business at Stanley, Wis.

Harold Gens has opened a new confectionery store at 173 Essex street, Lawrence, Mass.

Roy Gifford, confectionery, Bad Axe, Mich., sold out to Wm. Dormey.

E. L. Giersdorf, confectionery, West Point, Nebr., sold out to Fred Albers.

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Help Wanted—Male

LEADING CHICAGO MANUFACturer is in need of experienced high-grade Marshmallow Superintendent. Give detailed reply outlining experience, past record, salary expected and references. Excellent opening for right man. Address J 36, care Confectioners Journal. 569

WANTED—EXPERIENCED CREAM and Marshmallow helper. Write The Harter Candy Company, Toledo, Ohio. State experience and give references. 569, 41

WANTED—EXPERIENCED CREAM and Marshmallow man. Write The Harter Candy Company, Toledo, Ohio. State experience and give references. 569, 40

WANTED—WORKING FOREMAN for factory making hard candies in city of hundred thousand in southern states—old established house. State what you can do and give references, your age and wages wanted. Address F 36, care Confectioners Journal. 569-0-1

WANTED — EXPERIENCED PAN man in large eastern factory. Splendid opportunity for the right man. Address C 36, care Confectioners Journal. 569

WANTED—ICE CREAM FACTORY manager; an exceptional good proposition will be offered to the man who will be able to produce results. Address A 36, care Confectioners Journal. 569

WANTED—A MAN CAPABLE OF manufacturing extracts suitable for ice cream and confectionery work. Address N 34, care Confectioners Journal. 569

WANTED—ALL AROUND CANDY maker for bar goods specialty house. Good opportunity for right man. State past experience and salary expected. Hesse Bros., 1530-1546 Winder street, Detroit, Mich. 569, 17

WANTED—BY A GROWING CONcern, an expert cream and chocolate man who understands how to handle help, and to assist with the management of the factory. Only one need apply who is willing to invest $2,000 to $3,000 in a growing and good standing concern in Chicago. A good paying position for the right party. References required and given. Address L 34, care Confectioners Journal. 569

WANTED—PAN MAN, ONE WHO is capable of taking charge of pan department. Belmont Candy Company, Memphis, Tenn. 569, 7

WANTED—HARD GOODS MAN EXperienced in operation of continuous cooker. Steady employment. State age, experience, reference and salary in first letter. Address A 34, care Confectioners Journal. 569

WANTED—HIGH-GRADE WORKing superintendent who is able to turn out fine line goods, chocolates, general line; increase and improve the business. Fine opportunity competent man. City 60,000 near Chicago. Address S 38, care Confectioners Journal. 569

Situations Wanted—Male

FOREMAN WISHES POSITION; 30 years' experience; has practical knowledge of creams, fine goods, nougat, high-grade and cheap A. B. gum work; clear medicated jujubes, real Turkish paste. Good references from best houses. Always had charge of floor. Can handle help and machinery. Only those who need first-class man need answer. (New York City preferred.) Address J 38, care Confectioners Journal. 569

THOROUGHLY COMPETENT HARD candy man wants position in the south or southwest as foreman. Twenty-two years' experience and highly recommended by present employers. Address G 38, care Confectioners Journal. 569

WANTED—POSITION BY AN ALL around candy maker, wholesale or retail. 25 years' experience.. Wire or write wages, etc., first letter. Address F 38, care Confectioners Journal. 569

OPEN FOR ENGAGEMENT—EFFIcient, practical candy maker; twenty years manufacturing chocolates and candies of every description enables me to give service, experience and knowledge in making goods of the highest order. Figure costs; good organizer. Quality and volume assured. Address E 38, care Confectioners Journal. 569

WANTED—POSITION BY CANDY superintendent of 20 years' experience. Familiar with all candies and modern equipment. New England preferred. Address D 38, care Confectioners Journal. 569

SITUATION WANTED BY A WORKing foreman; 30 years' experience in cream, A. B. gum, jellies, marshmallow, bon bon, nougat, caramels and real Turkish paste. Address P 36, care Confectioners Journal. 569

SITUATION WANTED BY ENrober man; 16 years' experience. Good references. Can take full charge. Address O 36, care Confectioners Journal. 569

YOUNG MAN, EXPERIENCED IN chemistry, is desirous of obtaining a place in the laboratory of a confectionery or chocolate factory. Address L 36, care Confectioners Journal. 569

WANTED—POSITION IN RETAIL confectionery, both as ice cream and candy maker, by A1 practical, experienced man, middle age and married. Best reference given. Address H 36, care Confectioners Journal. 569

SALESMAN—LIVE WIRE, 27, LIFEtime career in the wholesale and manufacturing business, 10 years' city and traveling selling experience, desires to connect with a manufacturer. Acquainted with the jobbers in Philadelphia, but territory no object. Address G 36, care Confectioners Journal. 569

BUYER—YOUNG MAN IN CHARGE of purchasing department desires to connect with large manufacturer of penny bulk and fancy package goods. Salary no object where ability will be rewarded. Address B 36, care Confectioners Journal. 569

Situations Wanted—Male

POSITION WANTED BY WORKING foreman. Pan work, jelly, gum, marshmallow, cream, centers, etc. Fifteen years' factory experience. Able to take charge. Address O 34, care Confectioners Journal. 569

SITUATION WANTED—MANAGER of retail candy, fountain, tea room, luncheonette establishment wants position. Thoroughly experienced. Will locate any place. If you can use an efficient, up-to-date business producer, address Staples, 53 Elm St., Rochester, N. Y. 569, 20

POSITION WANTED — MAN, 28, university graduate, married, three years' trading experience in cocoa beans, thoroughly conversant market conditions, qualities, sources supply, would like position in purchasing department with candy manufacturer; good correspondent; no objection to change in locality. Address E 34, care Confectioners Journal. 569

SUPERINTENDENT—YOUNG, PROgressive man, fifteen years' practical and executive experience in candy business, desires making change, July or August first. Prefers high grade package line. Address D 34, care Confectioners Journal. 569

SALESMAN, COVERING EASTERN Pennsylvania, including Philadelphia and Southern New Jersey, open for side line, specialties or novelties. Address O 38, care Confectioners Journal. 569

SALESMAN WITH ESTABLISHED trade, Philadelphia and nearby territory, open June 15th. Jobbing trade. Salary or commission. Address P 38, care Confectioners Journal. 569

Situations Wanted—Female

WANTED—POSITION AS FOREwoman in candy factory. Have had several years' experience in wrapping and packing department. Best references. Address T 38, care Confectioners Journal. 569

Salesmen Wanted

SALESMAN WANTED—ONE WHO covers Maryland and District of Columbia only. High grade line of penny specialties and bar goods. Write at once, giving experience, also houses you now represent. H. Dorkin & Son Co., Inc., Bridgeport, Conn. 569, 54

WANTED—SALESMEN TO SELL Perfection Sample Cases to candy and biscuit houses, on commission. Perfection Sample Case Company, Bloomington, Illinois. 569, 49

SALESMAN TO HANDLE LINE TO jobbers. We are about to manufacture. Clearfield Candy Co., 1901 E. Clearfield street, Philadelphia. 569, 42

WANTED—ACTIVE SALESMEN TO sell quality line of stick candy and other specialties to jobbers; advise territory and how often covered. Address B 34, care Confectioners Journal. 569

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BUSINESS OPPORTUNITIES

5 CENTS A WORD **BLACK TYPE 10 CENTS** **PAYABLE IN ADVANCE** **MINIMUM CHARGE $1.00**

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Salesmen Wanted

WE ARE READY TO CONSIDER applications from chocolate salesmen to sell our line of solid chocolates on a commission basis, from salesmen who have had actual experience in selling chocolate, coatings, liquors and package goods. We will have an exceptional line of chocolates ready to market September 1st. State territory you cover and selling experience. Apply P. O. Box 36, Hershey, Pa. 569-0, 39

SALESMEN WANTED—SUCCESSful salesmen familiar with the better class of retail and jobbing trade to handle a new line of unusually attractive decorated folding candy boxes, as side line, commission basis. Furnish references and state territory you cover. Address M 34, care Confectioners Journal. 569

CHOCOLATE COATING AND cocoa salesmen for Indiana, Ohio, Michigan and the south wanted by a large New York house. One with a following only and experience. Excellent proposition. Address C 34, care Confectioners Journal. 569

OPENING FOR TWO SALESMEN on liberal commission basis with one of the oldest cocoa and chocolate houses who can sell chocolate coating and pure cocoa liquor, bulk and private brand cocoa. Prepared to meet competitive prices on American and Dutch Process goods. When replying state experience and territory covered. Good opportunity for men of integrity and ability. Address V 38, care Confectioners Journal. 569

Machinery for Sale

FOR SALE—MILLS POWER DROP frame and rolls; sizers; Mills tilting copper mixer; buttercup cutting machines; crystallizing outfit; starch trays; one 10, one 15, one 100 h. p. steam engine; 15-ton ice machine. D. Auerbach & Sons, 11th Ave., 46th-47th Sts., New York City. 569, 64

FOR SALE—TWENTY-FIVE HUNdred extra heavy crystal pans, made by August Maag Company. Size at top, 15¼x9⅜. Size at bottom, 13⅞x7⅞. 2¼-inch vertical depth. Made of No. 18 gauge tinned iron with heavy re-enforcing rod around the top. Are slightly rusty, owing to disuse. Washing with sand soap will make them good as new. Price in lots of 100—25c each; 500—20c each; 1,000—15c each. F.O.B. Boston. W. F. Schrafft & Sons Corporation, Boston, Mass. 569, 46

FOR SALE—ONE RACINE BON BON Cup Separator in strictly first-class condition. W. F. Schrafft & Sons Corporation, Boston, Mass. 569, 45

FOR SALE—2 Werner cream beaters, 7,000 to 10,000 lbs. capacity; 1 Werner cream cooler, 1,000 lbs. capacity; 1 barrel type Marshmallow beater; 1 fig paste cutter; 1 Schutz-O'Neil sugar pulverizer; 1 18-in. sizer and 1 24-in. sizer for caramel work; about 1,300 starch trays. Will sell at a low price. Address D 36, care Confectioners Journal. 569

Machinery for Sale

FOR SALE—DEMPSEY MODEL 3 chocolate cooling and dipping table with two electric heaters. Never been used. Empire Candy Company, Macon, Ga. 569, 27

FOR SALE, AT BARGAIN PRICES—Coating machines, moguls, depositors, Walter dipping machine, Racine sucker machines, one with long conveyor, one with short conveyor; power drop frame 5x7, Ball machine, Knott kiss wrappers, Baker automatic cooker, Simplex vacuum cooker, column cooling tables, 3 roll steel refiners, melangeurs, twin and triple mills, hydraulic presses, cracker and fanners, roasters, etc., etc. All machinery in good operating condition. One brand new Bausman disk refiner for coatings, one practically new for liquors. Immediate shipments. Special Machine Company, 39 Cortlandt Street, New York City. 569, 26

OPPORTUNITY SALE—One Backus 75 h. p. gas engine, guaranteed first-class condition, ready to operate without repairs, equal to new, $850.00, horizontal type; one vertical 3-cylinder 50 h. p. Nash gas engine, direct connected to 35 kilowatt light generator, 110 volt, $1500.00—in very good condition. Chocolate, candy, etc., machinery will take in payment. Address P 34, care Confectioners Journal. 569

FOR SALE—TWO MILLS NO. 6 sheet metal stoves for coal or coke; in A-1 condition. These have been used only two months. Emmerling Brothers, 102 Horner street, Johnstown, Pa. 568-9, 15

FOR SALE—THIRTY REVOLVING pans, 38 inches, with steam. Address G 34, care Confectioners Journal. 568-9

FOR SALE—MACHINES, ALL IN good working order: Springfield coating machine, Kilgren system, automatic feeder; complete refrigerating plant; horizontal engine; No. 3 all-steel baling press; copper steam jacket kettles, with and without power agitators; chocolate melters; Mogul-Racine starch sifters; dough mixer—Werner syrup cooler; Empire No. 1 starch cleaner, 38-in. Holmberg revolving pan; Savage marshmallow beaters; 36 and 96 water cooling steel slabs; marble slabs, egg beater—sample cases; iron plate heating tables; fancy braid machine; lump cutting machine—square stick machine; blowers; Saxmayer bundle tyer; Advance all-nickel silver gelatine dissolver; addressograph—International time clock; scales—fudge boards and rack; starch boards—chocolate dipping boards for enrobers; tanks—cream tubs; transmission—trucks—tools. What are you interested in? Write us, as we have a lot of items not listed. Royal Candy Co., 1017 Clybourn street, Milwaukee, Wis. 568-9-0, 8

Machinery Wanted

WANTED—A LEHMANN GERM separating machine. Address N 38, care Confectioners Journal. 569

Machinery Wanted

WANTED—DAYTON OR BALL cream beater. Any size. State condition fully and your lowest cash price. Address, Hodge Peanut and Candy Company, Binghamton, N. Y. 569-0, 72

WANTED—PEANUT BLANCHER. Full description and price first letter. Address M 38, care Confectioners Journal. 569

WANTED—One steam jacketed copper kettle with agitator, between 150 and 200 gallons. Also standard size starch boards for mogul. Must be in good condition. Address H 38, care Confectioners Journal. 569

WANTED — GOOD SECOND-HAND enrober with automatic feeder, preferably with stringer. State manufacturer's number on machine. Address R 38, care Confectioners Journal. 569

WANTED — SECOND-HAND Springfield cream cooler, 600-lb. capacity. Also second-hand double-bottomer for Standard enrober. P. O. box 540, Brantford, Ontario. 569, 55

WANTED TO BUY—TWO SECONDhand 30-gallon jacketed copper tilting caramel kettles, with frames and scrapers complete. Must be in good condition. State lowest cash price. P. O. Box 36, Hershey, Pa. 569, 38

For Sale

CANDY KITCHEN FOR SALE IN southern college town of 12,000. Must be sold on account of sickness of owner. Will invoice over $1,200. Will sell place outright for $600 cash. Address Nelson Crews, 408 Maine street, Columbus, Miss. 569, 70

FOR SALE—COMPLETE CONFECtioner's equipment, almost new, including two large marble slabs, fruit drop rollers and frame, two kettles, cocoanut grinder, stove, three cook meters, scale, knives, all flavors and colors, small stock of boxes and five pound cans, all other small necessities for candy making. Price $150.00. F. Dannenhauer, Jr., 7007 Hazel Avenue, Bywood, Penna. 569, 69

FOR SALE—FIRST CLASS ESTABlished wholesale and retail candy business; doing a business from $25,000 to $40,000 per year. Located in town of 25,000, in Wisconsin. Business including three-story building, small warehouse, stock and machinery. $18,000. Discount for cash. Address K 36, care Confectioners Journal. 569

FOR SALE—WELL ESTABLISHED retail confectionery, light lunches and ice-cream business in a lively city in the west. Business established over seven years. Can make terms. Fully equipped and manufacturing its own candy and ice-cream. Address E 36, care Confectioners Journal. 569

UNUSUAL OPPORTUNITY—CANDY and soda store for sale in center of best city in Connecticut. Write P. O. Box 1070, New Haven. 569, 28

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BUSINESS OPPORTUNITIES

5 CENTS A WORD **BLACK TYPE 10 CENTS** **PAYABLE IN ADVANCE** **MINIMUM CHARGE $1.00**

Merchandise and Newspapers will not be forwarded to advertisers unless accompanied by postage to cover

For Sale

IN SAN FRANCISCO, CALIFORNIA —$7500.00, at a sacrifice—Retail candy and ice cream business for sale—Established 32 years—A beautiful store and soda fountain—A fully equipped factory for making candy and ice cream—A fine corner location and good lease—This is a money-maker for the right man and wife —Last year's sales $30,000.00—Rent $175.00 a month—Owner wants to retire. Address John Wichman, 3052 16th street, San Francisco, Calif. 569, 21

FOR SALE—A FULLY EQUIPPED candy shop together with a small bake shop and fairly good-sized ice cream shop, suitable for catering trade. All buildings have just recently been remodeled and brought up-to-date. Store has been newly outfitted with costly furniture and fixtures, making it one of the finest confectionery and ice cream establishments in the northeast section of Pennsylvania. The business shows a profit of from $15,000 to $20,000 a year, and it will take about $50,000 to swing the deal. Entering the manufacturing business is the only reason for selling. Address U 38, care Confectioners Journal. 569

Specialties Wanted

TO MANUFACTURERS—AGENT with London offices open to market new line of chocolate or candy. Live connection. Write T., Box No. 1331, care of Willing's, 33, Knightsbridge, London, England. 569-0-1, 74

SALESMAN, SIXTEEN YEARS selling high-grade confectionery to jobbers and large retailers in Pennsylvania, Maryland, New Jersey, District of Columbia, Virginia, West Virginia, desires high-grade line. Address L 38, care Confectioners Journal. 569

A JAPANESE IMPORTER IN CONfectionery wants samples and catalogues with full particulars. Address Nakanishi, P. O. Box 9, Namba, Asaka, Japan. 569-0-1, 67

Specialties Wanted

REGULAR SALESMAN WANTS quality line of penny candy, good low priced line of pail goods and nickel sellers for Ohio, Indiana, Michigan, West Virginia; regular five per cent. commission basis. Address A 38, care Confectioners Journal. 569-0-1-2

MANUFACTURER'S REPRESENTAtive—Distributor of cocoa products to manufacturing confectioners, jobbers, retailers will consider additional non-conflicting line of quality. New York City and outlying territory. Commission basis. Address N 36, care Confectioners Journal. 569

GOOD LINES WANTED—PACKages, bulk, bars, penny goods. New England and New York States. High grade salesman who can sure produce results. Address M 36, care Confectioners Journal. 569

SPECIALTIES WANTED—EXPERIenced Salesman covering New York State and Pennsylvania wants live line summer pail candy specialties, 5c bar lines and candy novelties for jobbing trade, on commission basis. Address Frank B. Alley, Keuka Park, N. Y. 569, 36

OLD LINE SALESMAN CALLING on the jobbing trade regularly, West Virginia, Maryland, Virginia and Washington, D. C., wants good line penny chocolates, pail goods and nickel sellers, regular five per cent. commission basis. Address J 34, care Confectioners Journal. 565, 12 M

WANTED—PAIL SPECIALTIES, pan work, penny goods, 5c bar lines, candy novelties, glass novelties. Guaranteed results. The best representation to be had in Louisiana and Southern Mississippi. Address F 34, care Confectioners Journal. 568-9

SPECIALTIES WANTED BY Barnes Bros., commission brokers, specializing with wholesale grocers, confectioners, and supply houses; also candy manufacturers. Address 304 Westinghouse Bldg., Pittsburgh, Penna. 569, 5

For Sale or Rent

FOR SALE OR RENT—FLOOR space 100x50 to let; completely equipped for manufacture of high-class gum goods; including two large drying rooms; Mogul, steam jacketed copper kettles, 10 to 250 gallons (stirring and open); starch, starchboards, steaming trays and all other utensils pertaining to manufacturing (capacity 15,000 lbs. weekly). Will make an interesting proposition on easy terms to right party for purchase of entire equipment. E. C. Rich, Inc., 29 Ninth Avenue, New York City. 569, 31

Agents Wanted

REPRESENTATIVES TO CARRY A line of 5 cent chocolate bars, penny pieces and an up-to-date line of summer goods for New York City and State, Baltimore and Washington and Southern Territory. Address B 38, care Confectioners Journal. 569

REPRESENTATIVE WANTED FOR the city of Philadelphia and vicinity to carry exclusively a line of 5 cent chocolate bars, penny pieces, and a full up-to-date line of summer goods. Address C 38, care Confectioners Journal. 569

Partner Wanted

PARTNER WANTED—IN CANDY factory in New York City. Exceptionally fine plant of a full line of chocolate, marshmallow, cream and hard candy, $10,000 and active services required for one-half interest. Address K 38, care Confectioners Journal. 569

Miscellaneous

BACK NUMBERS OF THE CONfectioners Journal. Bound volumes from 1875 to 1904 inclusive, with index. In fine condition. Advertisements mostly eliminated. Would be sold at a bargain, $1.50 per volume. A splendid addition to any trade library for reference. Apply to "Caterer," Office No. 544, Canada Cement Co. Building, Phillips Square, Montreal, Canada. 569-0, 23

N. R. Rhodes sold his interest in the confectionery business at Arapahoe, Nebr., to Clarence L. Blazier.

Henry Jenkins, George Kinyon and Dan Kinyon opened an ice cream and confectionery business at Gothenburg, Nebr.

H. J. Anderson will open a confectionery and lunch room at Antigo, Wis.

John H. Clemmer, Jr., purchased the retail interest in the sweet shop of H. W. Hunter, at Cresco, Iowa.

Honlihan Bros., confectionery, New Hampton, Iowa, sold out to J. S. Thoreson.

Lester Clark purchased the M. L. Marks confectionery business at West Branch, Iowa.

Merwin & Tonkin, ice cream and confectionery, Baroda, Mich., sold out to a Mr. De Morrow.

The Purity Candy Company, Battle Creek, Mich., increased capital from $20,000 to $35,000.

Louis Grammas, confectionery, Calumet, Mich., who recently burned out, has remodeled the building and will install new fixtures and resume business.

A. C. Marple, bakery and confectionery, Eaton Rapids, Mich., sold out to W. B. Bivens, Jr.

Bert L. Kitchen and Joe Schensul opened a confectionery business at 134 South Burdick street, Kalamazoo, Mich.

S. P. Jackson, confectionery, Alliance, Neb., sold out to E. L. Lawrence.

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ship shall be $1.00 per annum for each recorded member filed by said association or club, with the Secretary of the National Jobbing Confectioners' Association.

Class B membership shall be $5.00 per member, per annum. The said dues shall be payable in advance 60 days prior to annual Convention, of each year and shall be paid by each affiliated association, club or individual, and remitted in full to the Secretary of the National Jobbing Confectioners' Association. The services of the Association shall be withheld from all members who have not paid their annual dues within three months after the date they are due, and all members who have not paid their annual dues within six months after the date they are due—shall be dropped for non-payment of dues.

Any delegate or association, club or individual member, who shall have been dropped from membership in the Association for non-payment of dues, may be reinstated by the Association if they shall give a sufficient and reasonable excuse for such non-payment, and when they shall have discharged all their past indebtedness to the Association.

RESIGNATION OF MEMBERS

Resignation of members must be made in writing and forwarded to the Secretary of the Association.

ASSESSMENT

Association, club or individual members may be assessed by the Association for the purpose of increasing the income of the Association, for such amount as may be necessary from time to time to meet any general or special expense of the Association, provided that such assessment shall not exceed 100 per cent. of the annual dues for fiscal year.

Such assessment shall be based on the pro rata basis of annual dues and each membership, association, club or individual shall be assessed proportionately upon that basis.

The Association may, if it desires, drop from membership, any affiliated association, club or individual, which does not pay the assessment so made.

SUSPENSION OF MEMBERS

If any delegate or member body of the Association shall at any time be found guilty of an act prejudicial to the character and interest of the Association, or contrary to its Constitution and By-Laws, said member may be suspended or expelled from membership in the Association, and said member or Association so suspended or expelled shall not be reinstated only by majority of vote of those delegates present in session in any regular or special meeting.

ARTICLE II.—OFFICERS—HOW ELECTED

All officers of the Association shall be elected from its membership.

DUTIES AND POWERS

The President—The President shall preside at the meetings of the Association and shall perform the duties usually belonging to the office. He shall be a member ex-officio of all committees and shall appoint the chairman of standing committees. In the absence of the President his duties shall be performed by the Vice-president.

The Secretary—The Secretary shall keep a correct record of all meetings, answer all letters relating to Association affairs, and preserve all papers. He shall keep a correct list of members and their addresses, and notify members of the Association of their election.

Treasurer—Treasurer shall be custodian of the funds of the Association. He shall present all bills to the Executive Committee, and to pay same when so directed. He shall keep a correct account in detail of all money received and expended, and shall render his account at the annual meeting.

ARTICLE III.—AMENDMENTS

The By-Laws of this Association may be amended at any meeting of the Association at which there is a quorum present, by majority of the voting power present, after their second reading.

Nickolas Rovegne opened a confectionery business at Ann Arbor, Mich.

Herbert Justin will open an ice cream and confectionery business at Gladwin, Mich.

Joe Hodge bought a confectionery business at Metamora, Mich.

J. O. Johnson bought a confectionery business at Braham, Minn.

The "Washington" is a new confectionery store at 439 Central avenue, Jersey City, N. J.

Geo. M. Roland has opened a new confectionery store at 930 Penn street, Reading, Pa.

M. E. Tracy and Bert Hyzer opened a confectionery business at Storm Lake, Iowa.

Jerry Krasadachi will open a confectionery business at Davenport, Iowa.

IMPORTANT

Princess Mary's Wedding

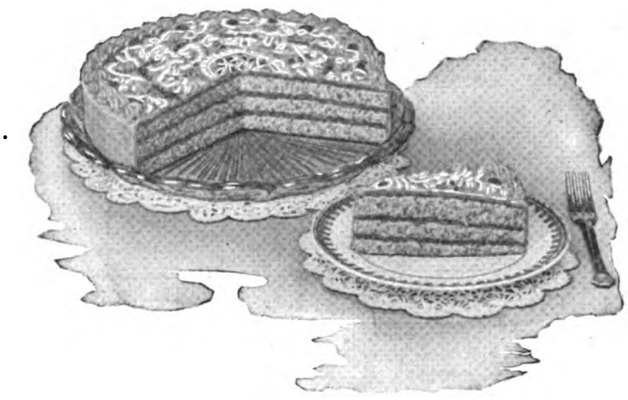
The Wedding Cake for the Princess was profusely decorated with SILVER DRAGEES, there being no Tin or foil used because the higher educated people are more familiar with Silver Dragees than with Tin. You probably noticed that most of the Wedding Presents were of SILVER and Gold, including the Wedding Gown, being of SILVER Cloth. Managers who cater to the Exclusive trade never use TIN as a decoration; they only use SILVER DRAGEES. Tin is most conspicuously displayed on street vending stands and in the kitchen. Have you ever noticed how a brilliant Jewelry store window attracts a crowd with its display of SILVER and GOLD, but no TIN is ever displayed? $50,000,000 worth of candy sales were lost last year because the managers forgot how to decorate their windows like a Jewelry store window. SILVER DRAGEES are Guaranteed strictly under the National and ALL the STATE Pure FOOD Laws.

FRENCH DRAGEE & SPECIALTY CO.
NEW YORK CITY

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NATIONAL U.S.A. COLORS

The Colors You Want —When You Want Them



THE very fact that certified food colors are so important to those who use them, places a commanding obligation upon the food color manufacturer to supply promptly and fully every requirement of his customers.

The production of "National" Certified Food Colors keeps well abreast of the growing demand, and, as a safeguard against possible emergencies, we endeavor to maintain a sufficient reserve stock.

When you use "National" colors you obtain the colors you want, when you want them.

No other single ingredient you use is more important; for colors not only give the attractive, appetizing appearance that adds so much to the saleability of your products, but they *individualize* your products hardly less definitely than your trade-mark itself.

When you use "National" colors you receive the unstinted cooperation of the Technical Staff and Food Color Experts of America's largest manufacturer of Certified Food Colors. This cooperation includes assistance in the development and use of new shades for new products, and in the solution of all food color problems that may arise in your manufacturing operations.

***"National" Blends** (certified)*

most popular in the Candy and Confectionery Trade

Ceylene.....Raspberry Red
Rubaline.....Currant Red
Sulta.....Strawberry Red
Sitro .....Lemon
Burno.....Red Orange
Toki.....Yellow Orange
Rosea.....Rose Pink
Carnata.....Carnation Pink
Benga.....Fruit Red
Solona.....Dark Yellow
Borderine.American Beauty
Myrtine....Pistachio Green
Celetine .....Blue
Plumna .....Plum



Leading supply houses and jobbers sell "National" Certified Food Colors — insist on getting them.

National Aniline and Chemical Company, Inc.

New York *Chicago* *Charlotte* *Toronto* *Philadelphia*
Boston *Hartford* *Montreal* *Providence* *San Francisco*

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Some Mexican Candies

VERY unlike American candies are the dainty *dulces* (sweets) sold in the native shops of Mexico. Most of them are homemade. The entire nation has a "sweet tooth," and the cool, quaint candy shops thronged with purchasers eating, lounging, talking, are to a foreigner the most interesting sights of a Mexican city, writes Sharlot M. Hall in *The Delineator*.

Many of the softer sweets are put up in pretty wooden boxes called *caseos* and are used for desserts, as hard ices are used elsewhere. The less complicated of these dainty concoctions might well be introduced to home candymakers farther north, for they quite surpass candied violets and rose petals in novelty as well as flavoring. Some girl looking for a means of filling her holiday purse could scarcely do better than to practice these well-tried recipes and tempt her candy-loving friends with something newer and better than French creams and chocolates. Packed in dainty boxes tied with the Mexican colors and labeled with their native names, these novel sweets should find a ready sale.

PINONATA

This is, perhaps, one of the best Mexican sweets and in Mexico is always made with the dainty nuts of the pinon, a species of pine. These nuts are to be found in most cities, but in case they cannot be had, a fairly good substitute is found in very coarsely chopped English walnuts. Indeed, the plebeian American peanut lends itself very kindly to pinonata making. Shell pinon nuts—about four teacupfuls—and place in a large, lightly buttered china or graniteware basin. Boil a cupful of brown sugar with a scant half cupful of water until the syrup will harden when dropped in cold water. Do not stir while boiling, but immediately on taking from the fire stir briskly a moment and pour over the nuts, stirring until the syrup cools; each kernel should be lightly coated with candy, but not allowed to adhere at all to its fellows. Spread the coated nuts on the waxed paper until quite dry, then box. These keep for some time without deteriorating.

PINONATE

This is another delicious pine nut *dulce*. Have shelled two cupfuls of pinon nuts or two cupfuls of chopped walnuts, this time quite fine. In a granite basin boil three cupfuls of choice brown sugar—the fine yellow cane-sugar that has the flavor of maple—with half a cupful of sweet cream and a lump of butter the size of an egg. Stir continually while boiling and test by dropping a bit in a cupful of cold water. As soon as it can be rolled into a ball like caramel it is done. Remove from the fire, all the time stirring briskly, and have an assistant pour in the nuts and a spoonful of vanilla. The moment it begins to grow rough pour in deep buttered dishes to cool. Cut in tiny squares and box. This may be made soft or hard as desired by more or less cooking; the soft is wrapped in squares of waxed paper.

DULCE DE CENTAVOS

This favorite sweet takes its name from the queer little red and white peppermint wafers, not unlike copper coins, that are sprinkled over it. Peppermint drops make a good substitute. If fresh cocoanut is used and the milk is sweet, save it for the candy. Grate the nut or provide half a pound of desiccated cocoanut. Put a pint of white sugar to boil with a scant pint of water or the same of cocoanut milk. Do not stir, but test by gently taking up a drop on the spoon; when it hardens in cold water it is done. Lift from the fire, put in the cocoanut and stir briskly until it turns creamy, but not long enough to have it grain. Have prepared a deep square dish lightly buttered on the bottom and sides, and sprinkle with red and white peppermint drops; pour in the candy, sprinkle red sugar over it and let cool over night. It may then be turned out and cut in squares.

A nameless cocoanut *dulce* which will be found delicious is made by cutting fresh cocoanut into small squares; these are simmered in very thick white sugar syrup until clear and then dried off on plates in the sun or a gentle oven.

CAJETA DE LECHE

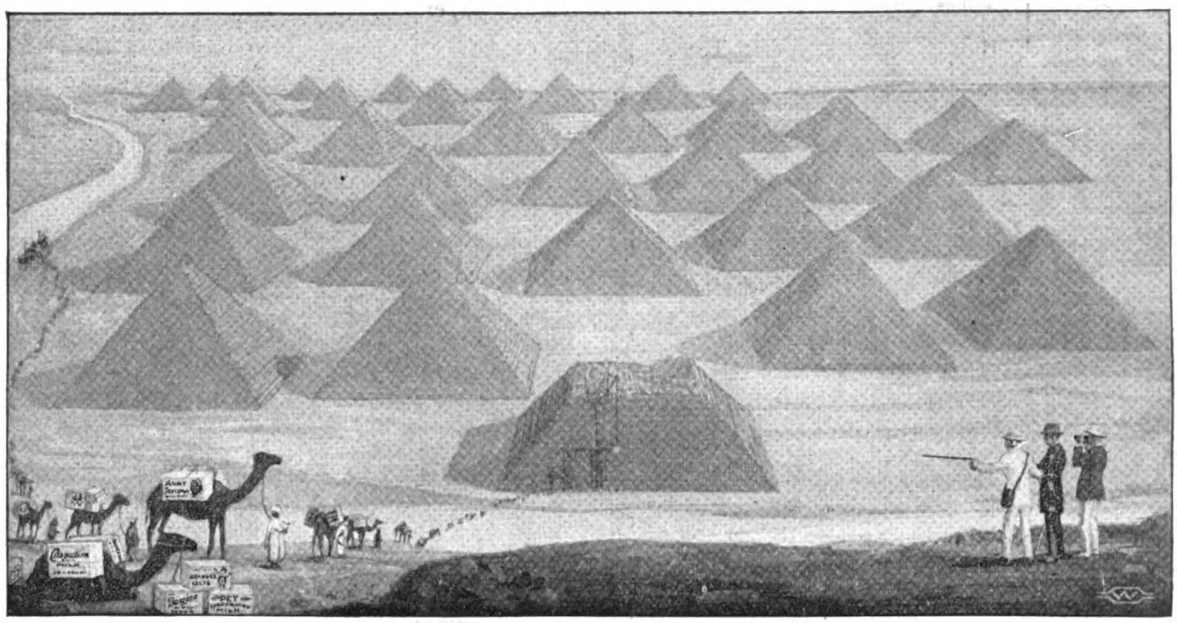
These milk candies are particularly typical of Mexico, where several cities are famous especially for their *dulces de leche*. Take six pints of milk, a pound and a half of brown sugar and a tablespoonful of flour. Clarify the sugar by dissolving it in a cupful of cold water, adding a cupful of water into which the white of an egg has been thoroughly beaten. Heat this until a scum appears; remove from the fire, skim and repeat until no scum rises, then add three pints of sweet milk, the flour mixed smooth in a little milk, and boil, stirring constantly until the bottom of the saucepan can be seen. Then add half the remaining milk and repeat the cooking until the bottom of the pan can be seen. Add the rest of the milk and cook once more as before. To insure success, stir constantly and never take the spoon out of the saucepan until you remove it from the fire. Then stir briskly until the candy cools and thickens. Pour on a buttered plate, let it become cold, and it is ready to serve.

LECHE DE PINA

Six pints of sweet milk, yolks of six eggs, six ounces pounded almonds, a pineapple or a can of finest canned pineapple. Sweeten milk to taste, beat the yolks and stir into it; strain and put on fire. When it has boiled add the pounded almonds (blanched) and let it cook; then stir in the pineapple previously mashed, boil until thick and remove from the fire. This should be quite thick, but not thick

(*Continued on page 144*)

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34 Pyramids—$70,000,000!

TEN years ago $8,000,000 worth of fibre shipping boxes were used—last year some $70,000,000—which would stack up as 34 Egyptian pyramids, each 481 feet high by 756 feet square at the base!

This change of $70,000,000 per annum **from shipping in wood** to **shipping in fibre** can mean **only one thing—BIG SAVINGS TO SHIPPERS.**

One line which is rapidly discovering this saving is candy. More and more are up-to-date candy manufacturers shipping

CANDY

—in Container Club Fibre

They find that candy rides in our fibre boxes as on a cushion; that in summer our corrugated board acts as an insulator and locks out the heat; that soft candy arrives uncrushed and unmelted! It is such things as these which *satisfy customers.* And customers are not angry when they discover their *freight charges are less!*

"Lend a hand"—to Yourself

Look into the matter. There are other innumerable advantages and savings.

Our 26 members furnish an exceptional Service. They alone of fibre manufacturers are affiliated with the great Mellon Institute of Pittsburgh. Any member will design you, free of all cost, a box, **tested in advance,** which will carry your candy in safety. It costs nothing to know. What you learn will likely save you thousands of dollars! Yes—Container Club Fibre SAVES!

Quality Mark

Address: The Container Club
Dept. T4 608 S. Dearborn St., Chicago

[*Note: The Container Club is an Association of manufacturers and builders of CORRUGATED and SOLID fibre containers of very superior quality. Their individual plants—some forty in number—are located from Massachusetts to California.*]

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enough to mold or cut. It is served in the *caseos*, or in any pretty cases such as are used for hard ices.

CAJETA DE CAMOTE Y PINA

Another excellent soft sweet, and perhaps best of all. Clarify a pound and a half of sugar as already directed; strain and return to fire. When boiled to a smooth, clear, very thick syrup, take off the fire and add two pounds of sweet potatoes that have been boiled and mashed through a sieve. Cook again until perfectly clear, then add a quarter of a pineapple grated; boil again until clear, and it is ready to serve as soon as cool. This may be varied by using a pound and a half of apples stewed very soft; this is quite as good as the pineapple and easier.

PASTA D'ALMENDRA

These typical nut pastes are cut in tiny slices or blocks for serving. For almond paste take six pints of milk, sweeten to taste, add yolks of six eggs previously beaten with a little milk and strained, and four ounces of blanched almonds pounded in a mortar. Boil until thick and add four ounces of almonds toasted as for salting and pounded. Boil up a minute or two and turn into a deep plate sprinkled with powdered sugar. The next day brown it in a hot oven to a light golden color.

PASTA DE NOGALES

Mix a pound and a half of sugar with two pints of sweet milk; strain and mix with half a pound of ground English walnuts. Boil until done; take off the fire and stir until thick.

FRANKLIN GRANULATED SUGAR

FRANKLIN SUGAR REFINERY CONFECTIONERS PURE CRYSTAL A PHILADELPHIA

Is particularly adaptable in the manufacture of Yellow Jack Molasses Candy, Peanut Brittle, Caramels, etc., when color isn't objectionable.

It cools slightly yellow and require less "doctor" than the strong sugars and fine granulated. You will appreciate the differential on Confectioners A and it will save you time and labor.

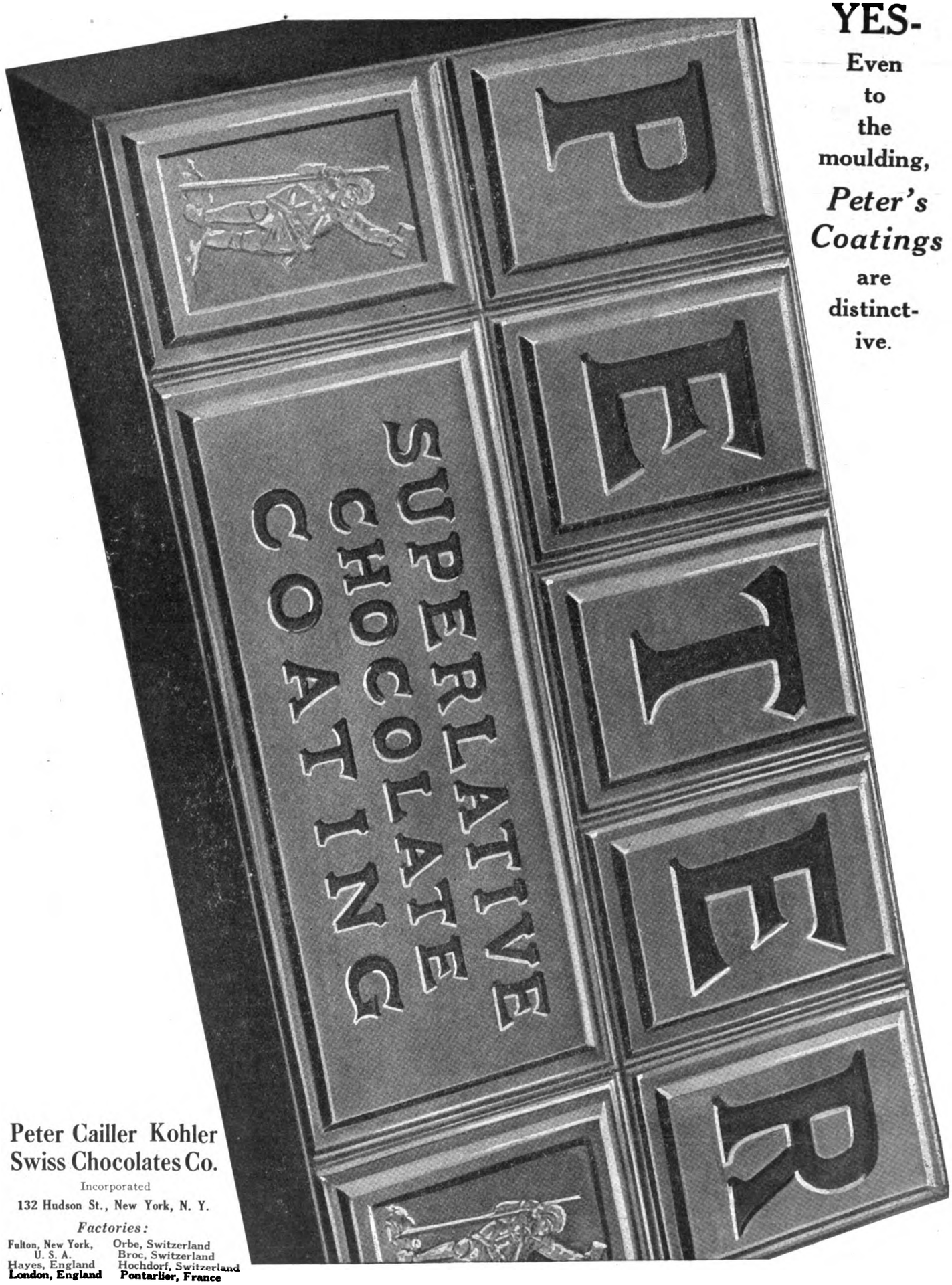
The Franklin Sugar Refining Company

PHILADELPHIA

"A Franklin Cane Sugar for every use"

FRANKLIN GRANULATED SUGAR

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YES-

Even to the moulding, *Peter's Coatings* are distinctive.

Peter Cailler Kohler Swiss Chocolates Co.

Incorporated

132 Hudson St., New York, N. Y.

Factories:

Fulton, New York, U. S. A.
Hayes, England
London, England

Orbe, Switzerland
Broc, Switzerland
Hochdorf, Switzerland
Pontarlier, France

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MARSHMALLOW DEAL

To introduce our NEW 3-lb. Package of DAISY MARSHMALLOWS we will give FREE 6 packages with each order of 30 3-lb. boxes (or 108 pounds) at the SPECIAL PRICE OF $22.50. For this SPECIAL OFFER Money Order or check must accompany all orders.

DAISY MARSHMALLOWS are the highest pinnacle of perfection in MARSHMALLOWS—supreme in quality and flavor. Attractively put up in containers that are easy to sell. In fact, there is no finer MARSHMALLOW made or sold at any price.

BEST for COOKING, EATING, TOASTING, or COATING. SAMPLES ON REQUEST

M. A. JACKSON CO., Inc.
BUFFALO, N. Y.
MAKING CANDY SINCE 1901

STRUCK by the notice, "Iron Sinks," in a shop window, a wag went inside and said that he was perfectly aware of the fact that "iron sinks."

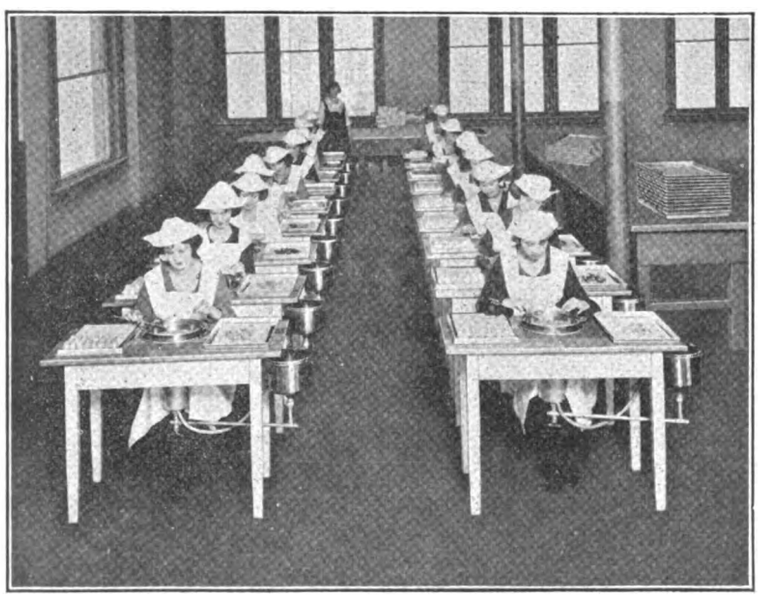
The shopkeeper retaliated:

"Yes, and time flies, but wine vaults, sulphur springs, jam rolls, grass slopes, music stands, Niagara Falls, moonlight walks, sheep run, Kent hops and holiday trips, scandal spreads, standard weights, India rubber tires, the organ stops, the world goes round, trade returns, and——"

But the visitor had bolted. After collecting his thoughts he returned and showing his head at the doorway, shouted: "Yes, I agree with all of that perfectly—and marble busts." —*Irish World.*

"I SHALL wear my new evening dress tonight—isn't it a poem?"

"Judging from its shortness, I should call it an epigram."—*Burt's Box Bulletin.*



The above illustration shows how easy it is to increase the capacity of your bon bon department with Internationals. You save expensive installation costs and have the added advantage that the arrangement can be changed at any time without trouble or expense.

Easily Installed

No fuss or muss when you install International Electric Bon Bon Cream Heaters in your factory. And to increase the capacity of your bon bon department with Internationals is as simple as adding to a sectional bookcase. Each International is a complete unit in itself.

The International will save time, produce better bon bons and cut operating costs to a minimum.

Write today for booklet J 1 giving detailed information on this money making equipment.

INTERNATIONAL ELECTRIC COMPANY
MANUFACTURERS
ELECTRICAL HEATING APPLIANCES
INDIANAPOLIS, U.S.A.

"International Electric Heaters Are Better"

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WALTER BAKER & CO'S.

Liquor Chocolates and Coatings



REG. U. S. PAT. OFF.

Are the Standards of the Trade for Confectioners' Use

Sweetened and unsweetened; light, medium and dark, whatever the difference of color or flavor, all are *absolutely pure*, smooth and uniform to work.

The taste and appearance of confections depends largely upon the coating.

Send for Samples and Prices

WALTER BAKER & CO., LTD.

Established 1780 **DORCHESTER, MASS.**

57 Highest Awards at the Expositions of Europe and America

Overcome Summer Candymaking Difficulties

THERE is valuable help waiting, in the New Thirteenth Edition of RIGBY'S RELIABLE CANDY TEACHER, for the confectioner who experiences trouble in his goods "going bad" during the summer months.

Through the author's thirty years of experience, he has learned the secret of successful "hot-weather" candymaking—keeping hard goods in saleable condition; chocolates from streaking, etc. Such "trouble-reducing" information, in addition to 900 valuable formulas, is yours in RIGBY'S RELIABLE CANDY TEACHER at a cost of but three dollars! Contains 288 pages—sparkling with new and useful information—and it is written throughout in the very plainest language. It is also profusely illustrated.

Many an idea or single recipe contained in this book may save you one hundred times the cost of the volume. Over 17,000 confectioners have purchased copies and hold this book as the "national textbook on candymaking." Order your copy today—"it's an investment you'll never regret." Attach your remittance to the slip below; or if you prefer further information, mail only the slip with your name and address.

RIGBY PUBLISHING CO.
908 W. 10th St.
Topeka, Kansas



Send further information Cross out
Send book C. O. D. $3 lines not
Remittance attached applying.

Name .....

Address .....

City and State .....

D-1

AN ITALIAN who kept a fruit stand was much annoyed by possible customers who made a practice of handling the fruit and pinching it, thereby leaving it softened and often spoiled. Exasperated beyond endurance, he finally put up a sign which read:

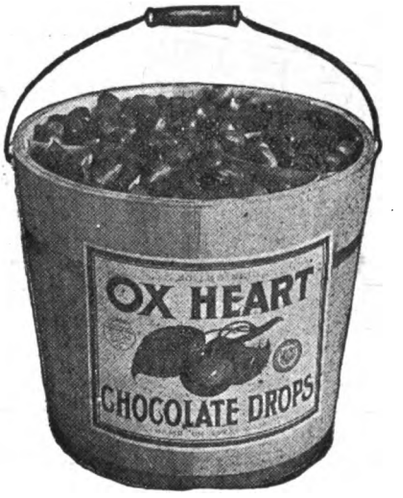
If you must pincha da fruit—
pincha da cocoanut!

WALTER: "Mr. Smith left his umbrella again. I do believe he would lose his head if it were loose."

Robinson: "I daresay you're right. I heard him say only yesterday that he was going to Switzerland for his lungs."—*London Tit Bits.*

"DID that man kiss you last night?" her mother asked.

"Now, mother," said the sweet young thing blushingly, "do you suppose he came all the way from the Great Lakes to hear me sing?"—*Jonesboro Grocer.*



Long's

OX-HEART

Brand

Chocolates

and Rapid Selling Confections

Send for Price List

OSWEGO CANDY WORKS

OSWEGO, N. Y.

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HAVE YOU RECEIVED
the
Sample Book of Floral Papers
with this trade mark on the cover? If not, write today.
Lithography
BREUKER & KESSLER CO., 709 Arch St., Phila., Pa.

Note Book

The Butterfly Sweet Shop opened at 306 Third avenue, Cedar Rapids, Iowa.

Wm. Sweeney opened a confectionery store at La Crescent, Minn.

John Brandt bought a confectionery business at Winona, Minn.

T. D. Zees opened a confectionery business at Blair, Nebr.

Betty Gates Candy Shoppe opened at 2519 Vliet street, Milwaukee, Wis.

Johnson Wade Company, Hopkinsville, Ky., changed name to Cozy Confectionery Company.

Alfred M. Lechnir & Henry Lechnir, confectionery, ice cream, etc., Prairie du Chien, Wis., discontinued partnership. Henry Lechnir continues alone.

Teckmeyer Candy Company, Madison, Wis., filed an amendment providing for $200,000 common stock.

"ALLORANGE"
Allorange Confection Company, Redlands, California.
Announcing a new and unique candied confection. "ALLORANGE" sells for 5c a package—30 packages in a display carton. Send in your orders today by wire or letter. Prices to the Trade on application.
"JUICE AND ALL CANDIED IN THE HEART OF THE ORANGE BELT"
"AN ORANGE TO THE BOX."
ALLORANGE CONFECTION COMPANY, INC., Redlands, California.
Citrus Pastes, Fondants, Cake Fillers, Peels and Pectin.

5c

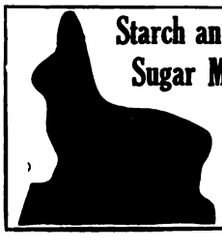

"Every Taste a Pleasant Thought"
YOU REMEMBER ME
A Peanut and Cocoanut Blend made in the good old Virginia way from our Special Formula
24 Pkgs. to Carton 40 Cartons to a Case
Write for Samples and Prices
WESTMORELAND CANDY CO., Inc.
Manufacturers
RICHMOND, VA., U. S. A.

ICE CREAM MOULDS
Manufactured by
FR. KRAUSS' SON
333 W. 18th Street New York City

Charles Gaeta, confectionery, West Liberty, Iowa, sold out to Mrs. Addie Romesburg.

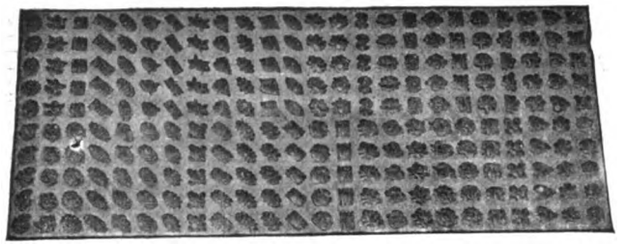
Paul R. Parrish and Jessie B. Parrish bought the Rigby Ice Cream and Confectionery business at Topeka, Kan.

Moulos Bros. opened a new Kandy Kitchen at 103 W. Douglas street, Wichita, Kan.


Starch and Grain Sugar Moulds
Send for Catalog
Starch Mould Patterns
Large variety of latest cut of fruit and nut cream bars, one and half ounce to two ounces. Chocolate Centers, French Creams and Butter Creams and patterns of all kinds of Jelly Work.
J. FRAUENBERGER & CO.
4909 N. Fairhill Street PHILADELPHIA

PATENTS AND TRADE MARKS
The tremendous success of the recently invented confection "ESKIMO PIE" has demonstrated the wonderful possibilities of protective patents and trade-marks for novel confections.
Patents procured, trade-marks registered. Twenty-two years' experience. Instructions and terms on request.
ROBB, ROBB & HILL
924 McLachlen Bldg., Washington, D. C.
1389 Hanna Bldg., Cleveland, Ohio

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VOORHEES RUBBER CANDY MOLDS

ADVANTAGES

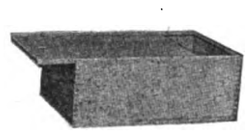
Elimination of Starch Mussiness
Speedy Production Through Quick Cooling
Close Placement of Cavities
Uniformity of Size
Regularity of Detail
Precise Weight
Ease of Handling

ASK FOR FOLDER WITH FULL DETAILS

VOORHEES RUBBER MFG. CO. TRADE MARK

Main Office and Works
VOORHEES BLOCK
20 to 58 Bostwick Ave.
Jersey City, N. J.

New York 30 Reade St. **Kansas City** 2845 Main St.



BOXES PAILS SHOOKS



SCALE BOARD BOXES

(For Glace Fruits, Nuts and Pastes)

We have supplied Packages to the Confectionery Trade satisfactorily for twenty-five years. May we supply you?

J. WESLEY BRINDELL

Suite 613-F, 7 East 42d Street NEW YORK

Double-Triple Ball and Peanut Vendors

NEW, NOVEL PREMIUM FEATURES

Legitimate Everywhere



Sells more gum in a day than the ordinary ball gum machine sells in a month.

Write for our Circular containing full particulars.

BALL GUM

All Flavors and Colors
$20.00 Per Case of 10,000 balls
Special Prices to Jobbers and Operators

WALTER GUM COMPANY

21-23 Dodworth Street BROOKLYN, N. Y.



FIPAX

TRADE MARK

--the OVERTEST CONTAINER

IT should mean something to you to know that many of the largest users of corrugated shipping cartons have chosen Fipax—the OVERTEST container.

Fipax high standard of quality, plus the additional value of your name or trademark neatly printed on every case is a better "buy" for you, too.

Write for prices and you will find that Fipax cost no more than ordinary cases.



PRINCIPAL SALES OFFICES

NEW YORK	BUFFALO	PITTSBURGH
305 Broadway	78 Market Arcade	609 Cham. of Commerce
Phone Worth 5195	Phone Tupper 2365	Phone Grant 8741
CLEVELAND	**CINCINNATI**	**CHICAGO**
542 Engineers' Bldg.	1219 State Avenue	1860 Conway Bldg.
Phone Bell Main 5335	Phone West 3537-Y	Phone Main 1415

The FIBRE PACKAGE CO. *Detroit, Mich.*

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Built for Enduring Service

A dozen sturdy basswood staves, *kiln dried*, and *tongued* and *grooved*, form the foundation of the MENASHA CANDY PAIL. These staves, gathered in the unyielding grip of the Menasha patent sunk hoop, challenge abuse and defy collapse.

A patented pail ear recently developed, has produced a handle that positively cannot pull off!

The Menasha wire seal has not only simplified packing, but has practically eliminated the pilfering evil.

Standardize on Menasha pails for your bulk goods and enjoy the satisfaction of *knowing* that your goods will be delivered to your customers in first class condition.

MENASHA WOODEN WARE COMPANY

Established 1849 *Menasha, Wisconsin*

Sales Offices:
New York, Chicago,
Cincinnati, St. Louis.



W. B. Bertels & Son Co., Inc.

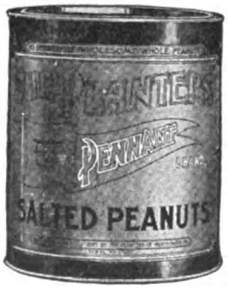
Wilkes-Barre, Pa.

MANUFACTURERS OF

PLAIN and LITHOGRAPHED CANS

OF EVERY DESCRIPTION

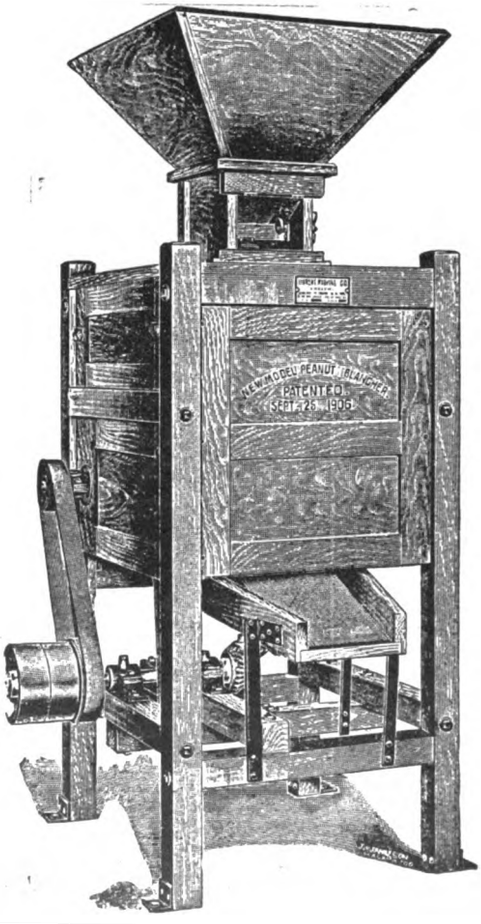
QUALITY



SERVICE

WE MAKE CANS THAT SELL YOUR PRODUCTS

Write for our Prices



The New Model Peanut Blancher

The Standard Peanut Blanching Device used by the leading Manufacturing Confectioners

Efficient Economical Practical

Equipped with Automatic Feed Hopper

Patented Sept. 25, 1905

Write for Complete Catalog

Lambert Machine Co.
Marshall, Michigan

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Here it is—

A Wrapping Machine

for Small Confections and Other Products

Wraps in foil, waxed or glassine paper and bands, sealing the bands and recently adapted to also wrap "ESKIMO PIE" and similar shaped pieces in printed foil.

Every machine guaranteed to fully meet all claims made.

Equipped for magazine or conveyor feed and delivery stacker for finished product, as desired.

Operates at speed of 80 to 110 per minute, according to shape and condition of pieces to be wrapped, and "Eskimo Pie" style at speed of not less than 70 per minute.

One manufacturer now using more than 10 machines of this type for small pieces and several other manufacturers using 1 to 4 machines.

References from satisfied users if desired.
Send for photographs and information in detail.

Sold by

L. Weiscopf

30 Church St., New York City

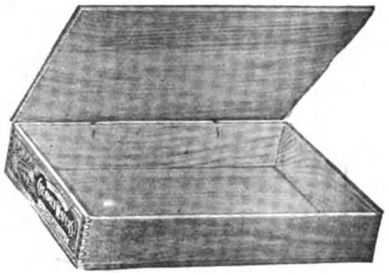
Manufactured by

FERGUSON & HAAS,
515-521 Greenwich St.,
New York City

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Good Wood Boxes

For the Confectionery Trade



Made in all sizes from small, light boxes for carrying five pounds to heavy cases for freight shipments.

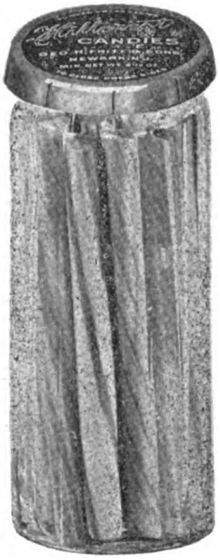
LOCKED CORNER BOXES
BOX SHOOKS
STARCH TRAYS
DRYING BOARDS

The A. H. Green Co.

103 Park Ave. **New York**

THE Upressit CAP

CUTS SALES EXPENSE IN TWO



U-PRESS-IT
At Center to Open
At Sides to Close

One customer writes: "We have opened up twelve States and the goods and package have been accepted generally, having met with very little sales resistance. Our idea is that the Upressit Cap, on account of its utility, has enabled us to double our initial sales, which naturally

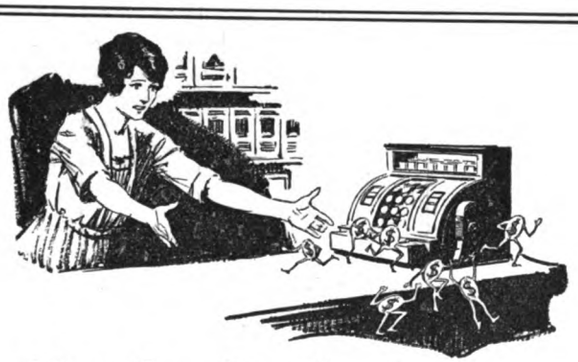
Cuts Our Sales Expense in Two"

Leading glass manufacturers make Upressit finish.

Write for samples and copy of "Upressit Gossip."

Upressit Products Corporation

15-21 WILBUR AVE. **LONG ISLAND CITY, N. Y.**



Profits Leak Away—

because of waste space

The top of your counters, show cases or sales tables, is a profit leak, unless it is put to work efficiently.

The sales display cases, universally conceded to be the fastest, most attractive, convenient and sanitary, are the PANAY HORIZONTAL SHOW JARS.

They are attractive, sales-compelling fixtures that give 100% display, keep bulk goods fresh and appetizing, quicken sales, increase profits, and facilitate handling more customers.

PANAY SECTIONAL SHOW CASE CO.

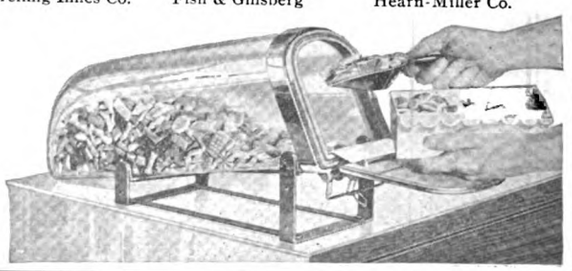


GENERAL OFFICE: MILWAUKEE, U.S.A.
Eastern Office: Suite 815, Flatiron Building, New York City. New England Office: 131 State Street, Boston, Mass. Western Office: 313 S. Coronado Street, Los Angeles, Calif. Chicago Office: 2nd Floor, Wrigley Building

Panay HORIZONTAL Show Jars

Write nearest distributor for Free Illustrated Catalog

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Auburn Mercantile Co.
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Buffalo
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Butler
Butler Candy Co.
Chicago
Bunte Brothers
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Wm. Edwards Co.
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Joseph Freedman Co.
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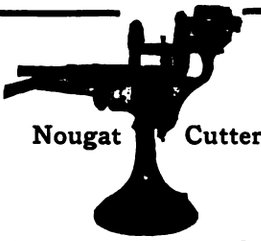


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Caramel Cutter

Very rigidly constructed. Built in three sizes. An exceptional unit when operated in conjunction with power sizing machines.



Nougat Cutter

The improved BELT MOTION of this machine is a feature worth investigating. Now in operation in several of the largest companies.



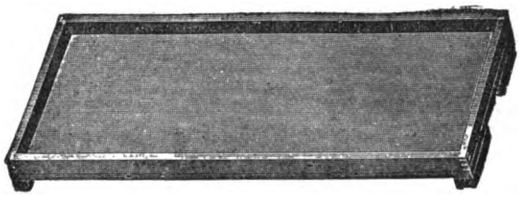
Starch Printer

A very strongly built machine with several New Features. Constructed entirely of metal. Can be operated by hand or power.

Paramount Machinery Co., 44 E. Allen Street Philadelphia - Pa.

BUILDERS OF CONFECTIONERY MACHINERY

Look! Starch Boards



Why not buy your Starch Boards from Us, who manufacture them by the thousands? All sizes, any style. Write us for prices and testimonials of our many satisfied customers.

ACME BOX COMPANY

22d and Loomis Sts. Chicago, I

Chocolate Molds



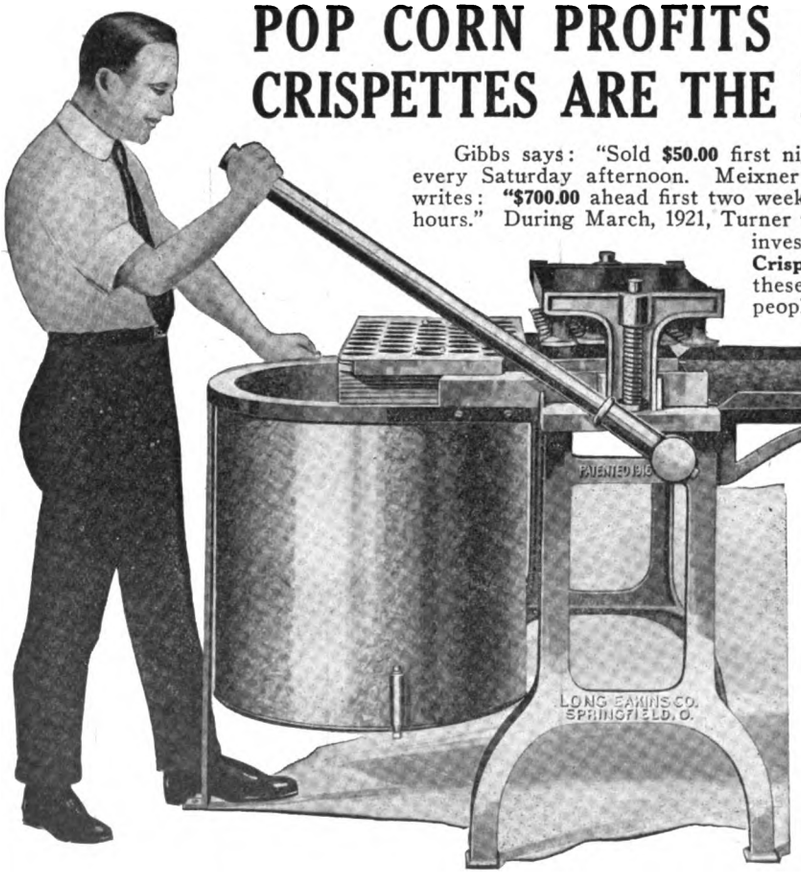
BARS, CAKES, FANCY PIECES

Double Molds for Hollow Figures

PANS—LARGE and SMALL

EPPELSHEIMER & CO., 34 Hubert Street, New York City

POP CORN PROFITS ARE VERY LARGE CRISPETTES ARE THE BIG MONEY MAKER



Gibbs says: "Sold **$50.00** first night!" Erwin's little boy makes **$35.00** to **$50.00** every Saturday afternoon. Meixner reports **$600.00** business in one day. Kellogg writes: **"$700.00** ahead first two weeks." Master's letter says: "—sold $40.00 in four hours." During March, 1921, Turner was offered **$700.00** clear profit above cost of his investment to sell. **There is money**—lots of money—in **Crispettes.** Times make no difference for most of these records were **made in 1921**—were made while people are crying **hard times.**

This is the most rapid machine for crispettes. Requires minimum labor—least operating expense. The material in a batch costs least, the crispettes keep better, are better eating and sell better than those made by any other process.

Sell Pop Corn CRISPETTES. It is the biggest money maker in the candy line.

Long Eakins Company

191 High St. Springfield, Ohio

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Keep Your Candy Saleable in Handsome Heekin Cans

Your candy will always be fresh, crisp and saleable if it is packed in Heekin Cans. For these cans are air-tight. They keep your goods from getting sticky even in warm or damp weather.

Heekin Cans are the most attractive containers you can use. Your label will be beautifully lithographed in any color combination on every can you buy. Lithographed labels are a part of the cans—they cannot tear off—they will not soil easily.

Heekin Cans are tough—strong! They protect your goods in shipment and storage.

Tell us your requirements. We will send you complete information and a free sample can by return mail. Write today.

THE HEEKIN CAN CO.

New and Culvert Sts., Cincinnati, Ohio

HEEKIN CANS

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No. 7 Syrup Dispenser

The Dispenser easiest to clean and operate

McKee No. 7 Dispensers save a lot of effort in handling soda fountain business. They automatically measure out just the amount of syrup needed—you regulate the quantity by a thumb-screw. Their pump works with so little pressure that it can be operated from any level.

To clean a McKee No. 7 Dispenser you simply rinse off and run water through it. It's unnecessary to take the pump apart. All metal parts are non-corroding and heavily silver-plated.

Get McKee Dispensers saving work at your fountain.

Write for Booklet O

McKEE GLASS COMPANY

JEANNETTE, PENNA.



The hot weather test

hard candy CANNOT spoil in an Aridor

In an ordinary display jar, hot weather often reduces hard candy to a dull, sticky lump cemented to the sides of the jar.

In an Aridor Display Jar, even in the hottest and dampest weather, hard candies remain dry, loose and lustrous as the day they left the factory.

That is because the exclusive Aridor cap (patented) ABSORBS all moisture before it has a chance to reach the candy. This cap contains a mineral salt pad which absorbs moisture in the same way that a humidor releases it.

It is impossible for candy to become sticky, dull or lumped together in an Aridor Display Jar—even in the hottest weather.

You can even put sticky, lumped candy in an Aridor and in a short time it will again be dry and crisp. No other display jar can do this.

Eliminate your hot weather spoilage losses this summer. Get better display, bigger sales from fresh, crisp, attractive candies displayed in Aridors. Aridors soon pay for themselves. Recommended and distributed through leading candy manufacturers. Ask your jobber's representative for further information, or *write us today.*



Aridor upright dispensing jar, 5-inch opening.



Aridor Cluster—clear flint glass giving splendid display.

THE ARIDOR COMPANY

389 E. ILLINOIS ST. CHICAGO, ILL.

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Nickel Silver Can. Dasher and Cover of Tinned Bronze.

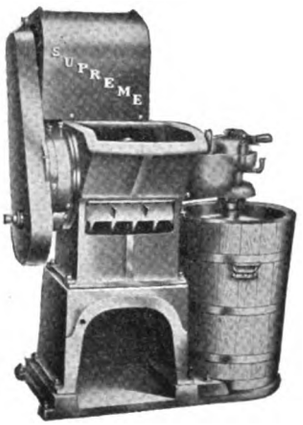
Ice Breaker can be operated independently.

The Simplicity and the limited number of parts of the Supreme Combined Ice Breaker and Ice Cream Machine not only insures long life, ease of operation, and perfect performance, but enables us to use the very best material and workmanship obtainable and still sell at a reasonable price, and it fulfils every requirement of the Ice Cream Maker.

SUPREME

MOTOR DRIVEN COMBINATION

ICE CREAM FREEZER AND ICE BREAKER



Simple and Dependable.

Strength, Efficiency and Service in every line.

Next month we will show a cut of the slickest little Motor Driven Ice Cream Freezer you ever saw, and it has a pulley just the right size and right speed to drive one of our Supreme Ice Breakers. Just the thing for the man of small capital. Buy your freezer now and your breaker later, if you like. This outfit cannot be beaten for the money. Not so desirable as our Supreme Combined, of course, but a thoroughly practical, durable, substantial pair, at a low price.

FRANKLIN P. MILLER & SON, East Orange, N. J.

Capacity 10,000 Bars Per Day



Price Complete **$50**

The Union Speed-Way Ice Cream Cutter

One Person Cuts Bars
At the Rate of 100 Dozen Per Hour

INCREASES PRODUCTION

CUTS UNIFORM SIZE BARS **SAVES LABOR**

CUTS 16, 18 OR 20 BARS TO A BRICK

With each SPEEDWAY is included two extra attachments with which the operator can cut either 16, 18 or 20 Bars of Ice Cream from each brick. No guesswork about the UNION SPEEDWAY. It cuts bars exactly same size, shape and proportion. No waste.

ONE PERSON CUTS 100 DOZEN PER HOUR

One person and a UNION SPEEDWAY can cut more bars per day than TWENTY persons cutting by the old hand method. The SPEEDWAY pays for itself in a few days. As a wage saver and for increasing production, it can't be beat.

OPERATE AT FULL CAPACITY

Enter the wholesale field and sell Chocolate Coated Ice Cream Bars by the thousands. There is big money in it. Or retail Bars in large quantities. You can have maximum production at minimum expense, if you use a SPEEDWAY.

ORDER A UNION SPEEDWAY TODAY

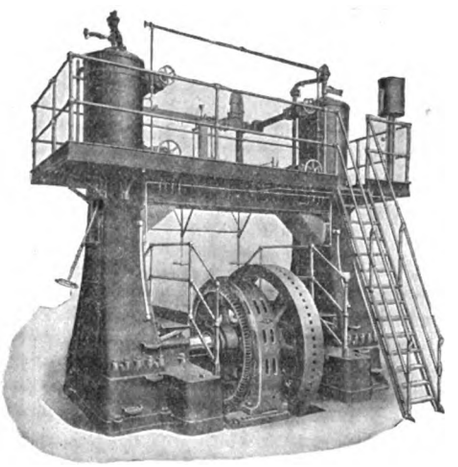
Go into the business RIGHT. A UNION SPEEDWAY ICE CREAM CUTTER puts you ahead of the other manufacturers. The SPEEDWAY is the only one of its kind. Make BIG MONEY. PRODUCE! Order a SPEEDWAY at once. 2% discount for cash with order or half cash, balance C. O. D.

UNION STEEL PRODUCTS CO. 525 to 612 Berrien St. ALBION Michigan

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QUALITY YORK SERVICE

YORK Semi-Enclosed Refrigerating Machines



WHERE electric current is available at a reasonable cost, our Semi-Enclosed Machine, with direct motor mounting, makes a neat, clean and highly economical plant—no belts, no engine or steam lines.

These machines are built in sizes from 30 tons refrigerating capacity upwards—occupy a comparatively small floor space—utilize, ***without waste,*** all the power developed by the motor. That's why the largest users of Refrigerating Machinery in the Ice Manufacturing, Cold Storage, Packing, Confectionery, Dairy and other industries are using these machines profitably in their business. Complete list of users will be sent gladly upon request.

The satisfactory performance of YORK Semi-Enclosed Refrigerating Machines, with direct motor mounting, warrants your investigation.

Write us.

YORK MANUFACTURING COMPANY
(Ice Making and Refrigerating Machinery exclusively)
YORK, PA.

No Loss Through Shrinkage With a Grand Rapids Ice Cream Cabinet



The high degree of perfection in insulation which is attained in a Grand Rapids Ice Cream Cabinet is responsible for the maintenance of a consistently low temperature. Loss in volume of your product is therefore eliminated.

The daily shrinkage in volume caused by an inferior cabinet may be so small as to almost escape notice. But multiplied by the number of cabinets in service and then estimated for a year, the figure representing the financial loss is surprising.

Of course you are interested in stopping the small leaks that cut into your profits. We are ready to show you conclusively that our cabinets eliminate shrinkage.

Grand Rapids Cabinet Company
50-58 Alabama Ave., N. W. Grand Rapids, Mich.

ESTABLISHED 1905 ESTABLISHED 1905

B. H. HUBBERT

Coppersmith and Contractor

Designer and Builder of:

Confectioners' Copper Work.
Copper Vacuum Pans.
Copper Steam Jacketed Kettles, plain.
Copper Steam Jacketed Kettles, with single and double motion mixers.
Copper Revolving Pans, plain and with steam coils.

If you are in the market for good copper kettles, get in touch with

B. H. HUBBERT

3603 E. Pratt Street
Baltimore, Md.

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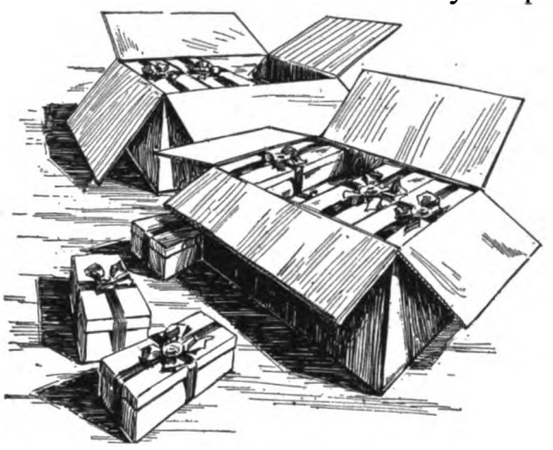


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Inexpensive, Damp and Dust Proof H & D Boxes for Confectioners

SAFEGUARD the quality of your goods in storage and in transit by packing them in these highly protective water-proofed **Hinde & Dauch Corrugated Fibre Shipping Boxes.** They are by far the most economical, convenient and satisfactory containers you can find for packing your products.

H & D Boxes come to you folded flat and require but a minimum of storage space until ready to use. Inexpensive and light in weight, they will reduce your packing room costs and cut transportation rates. Your address and whatever publicity message you desire may be prominently printed on the box walls, advertising your product and assuring the return of lost shipments.



Tell us your requirements and specifications and let us quote you prices. A trial order will convince you of our ability to save you money and serve you best.

The Hinde & Dauch Paper Company

120 WATER ST. SANDUSKY, OHIO

Canadian Address: Toronto, King St. Subway and Hanna Ave.

Acme Coppersmithing Company, Inc.

COPPER WORK

of All Description

HIGH PRESSURE STEAM JACKET KETTLES

Our Specialty

If our work is not absolutely satisfactory in every respect, we will gladly accept the return of same and will bear all expenses.

All sorts of repairs, retinning, replacement of worn or burnt out parts, promptly and satisfactorily performed.

Safety is the corner stone of efficiency. The more safety the less worry—the greater efficiency.

USE ACME JACKET KETTLES

1009-11 W. OHIO STREET
CHICAGO, ILLS.

Trade with the Maker, and Get Prompt Delivery, Low Prices, Best Work

Use the Acme Tilting Mixer, Draw-off Mixer Cream Remelter and Revolving Pans.



The machines are made for heavy duty and heavily constructed throughout.

Confectionery Equipment Our Specialty

The Acme Tilting Mixer
Built in three sizes—25, 40 and 60 gallons capacity. Also built with gas attachment.



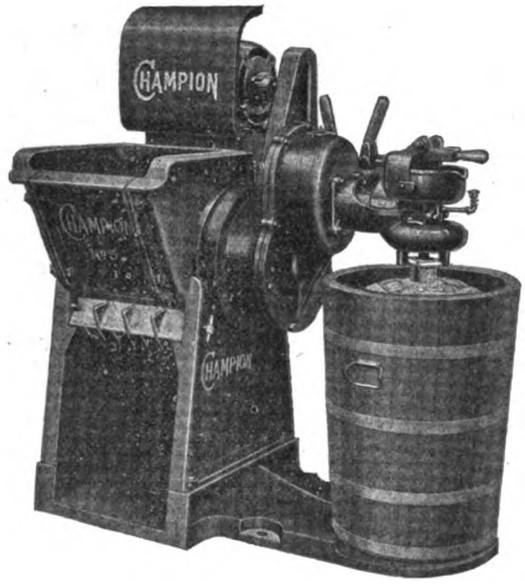
KLEEN KUP

for specialties and other confections. A truly efficient package that sells its contents. Made of wood-fiber — waterproofed. Unlimited decorative possibilities. Makes possible an individuality impossible to obtain otherwise. Send for convincing samples and interesting quotations.

Mono Service Co. Newark, N. J.

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A NEW CHAMPION



Power Saving The Direct Motor Drive with silent chain and the clutch arrangement make it possible to operate either the ice breaker or the ice cream machine separately or as one unit. The only machine on the market with this feature. This increases the life of the machine.

Transmission The heavy cut gears run in oil, thereby eliminating all common wear at this point.

Maintenance The ring oiler (no other machine on the market has it) interchangeable die cast babbitt bearings, which is a new feature in this model, can be easily replaced, when necessity requires, by anyone, thus reducing the overhauling cost to the minimum. They are carried in stock and can be supplied immediately at a reasonable cost.

Construction This is of the usual CHAMPION design, the base being extra heavily casted, assuring absolute rigidity. The teeth in the ice breaker are straight shank, diamond-pointed, which cut the ice without crushing it, thus eliminating snow.

Descriptive circular explaining the advantages of this New No. 5 Model and our other models will be sent upon request. We also manufacture Champion Ice Breakers, motor drive and belt drive, capacity one to sixty tons per hour, and Champion Ice Cream Machines, 40 quarts (18-24-32 quart apparatus substituted), motor drive and belt drive.

We invite you to consult our engineers, free of charge, regarding any phase of the business.

Allman Gas Engine & Machine Co.

461 CANAL STREET, NEW YORK CITY

Factory—ARLINGTON, N. J.

The CHAMPION LINE

What you should know about the Duplex Seal



3. Your choice of standard designs or your own special seals having your trade-mark handsomely embossed or lithographed.

BY no means the least of the many important advantages of the Duplex Seal is *its adaptability* to a practically unlimited variety of color, finish and design.

Increasing the *beauty* and *individuality* of the container. And adding much to its sales appeal.

1. Mechanical simplicity and scientific correctness—assuring an absolute and permanent air-tight seal.
2. Liners to meet chemical and physical requirements of the product.
3. Your choice of standard designs or your own special seals having your trade-mark handsomely embossed or *lithographed.*
4. Quick application by means of hand closing tools or power closing machines, where volume is necessary.
5. Two parts only. No springs, levers or wires liable to be broken by the customer.
6. Opened by quarter turn of the wrist. Closed with the same easy motion—a *positive* re-sealing device.

The Duplex Seal protects the products of hundreds of manufacturers of food products, toilet specialties, household remedies, candies, etc., against deterioration, evaporation or leakage.

Practically all glass manufacturers can supply containers with a perfect Duplex finish to fit Duplex Seals.

* * *

Interesting information regarding the glass package art, artistic Seal designs, Seal liners to meet special chemical reactions, etc., gladly furnished by our Service Laboratories to manufacturers. Our new catalog is interesting.

The Duplex Seal

A PERFECT SEALING & RE-SEALING CAP FOR GLASS BOTTLES & JARS

NATIONAL SEAL COMPANY, *Inc.*,

Executive Offices - 14th Avenue and 36th Street, Brooklyn, N.Y.

Works - BROOKLYN, N.Y. · · PORTLAND, ME.

Duplex Seals manufactured and sold in Canada by The Canadian Bond Crown Co., Ltd., 75 Panet Street, Montreal

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ACCOMPLISHED

ON THE *IMPROVED* RACINE

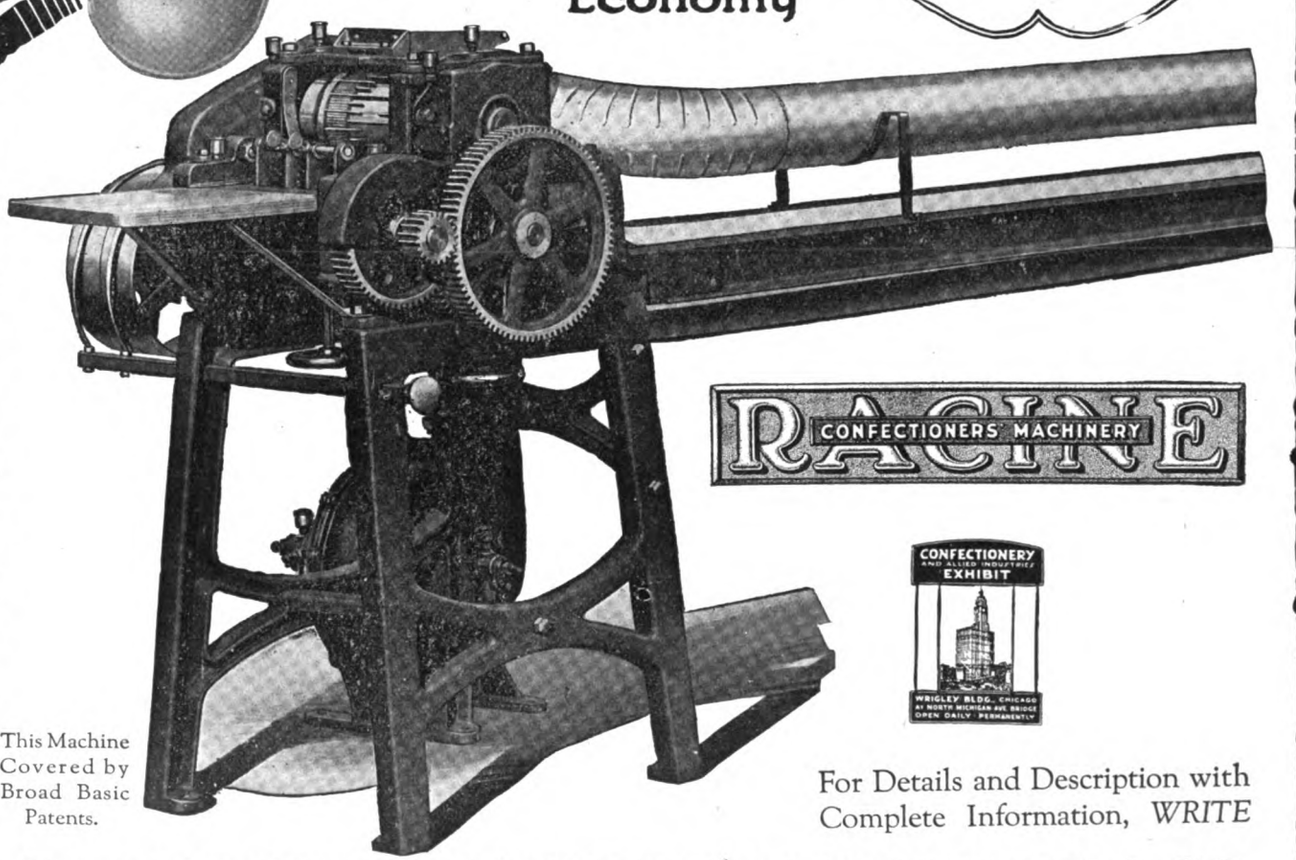
The Fourth Standard Product From One Machine Now it's DUMBELL SUCKERS

Quality
Quantity
Economy

AUTOMATIC SUCKER MACHINE

PRODUCED ON THIS MACHINE BY A QUICK CHANGE OF ROLLS

1. **SUCKERS**
   ANY SIZE OR SHAPE YOU WANT 30,000 OR MORE DAILY
2. **SATIN FINISH GOODS**
   BUTTERCUPS, WAFFLES PILLOWS, CHIPS, STRAWS
3. **HARD GOODS**
   PEACH STONES, FRUIT TABLETS, COUGH DROPS, RASPBERRIES ETC.
4. **DUMBELLS**



RACINE CONFECTIONERS' MACHINERY

CONFECTIONERY AND ALLIED INDUSTRIES EXHIBIT
WRIGLEY BLDG., CHICAGO
AT NORTH MICHIGAN AVE. BRIDGE
OPEN DAILY PERMANENTLY

This Machine Covered by Broad Basic Patents.

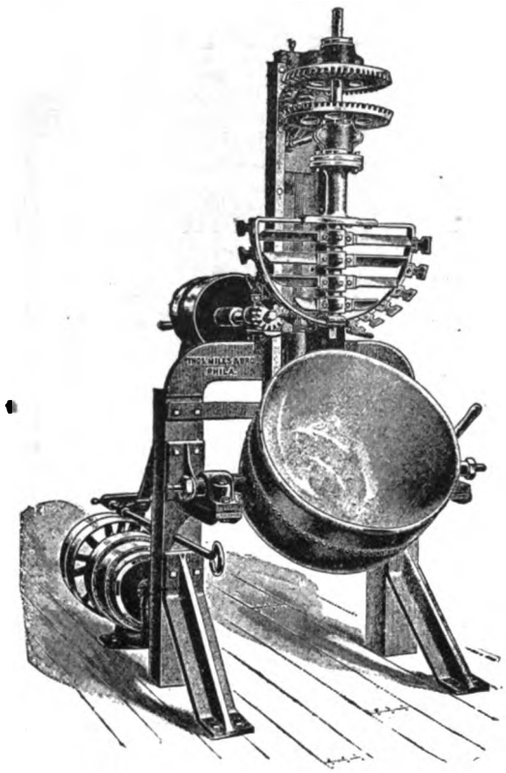
For Details and Description with Complete Information, *WRITE*

RACINE CONFECTIONERS' MACHINERY CO.
RACINE · WISCONSIN · U·S·A·

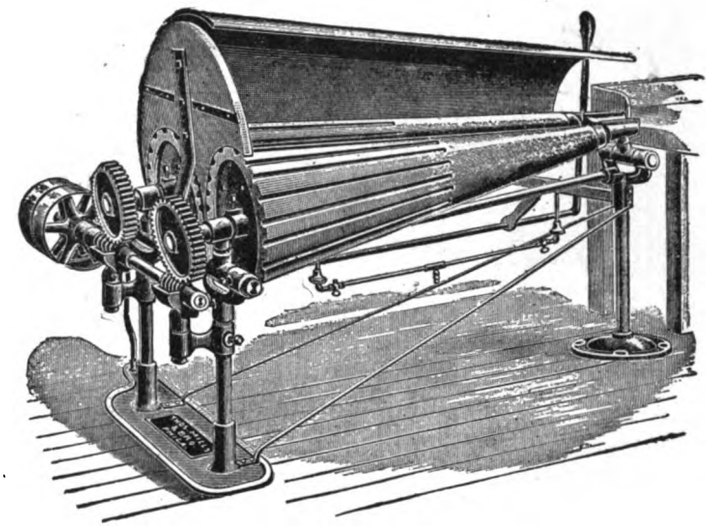
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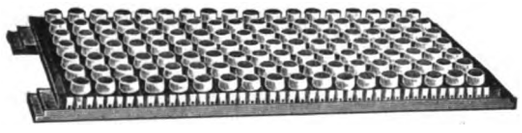
1301 to 1315 North Eighth St. **(Established 1864)** **Philadelphia, Pa.**



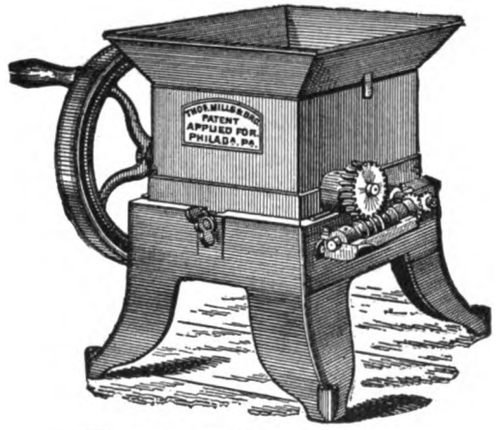
MIXING MACHINES — LARGE VARIETY



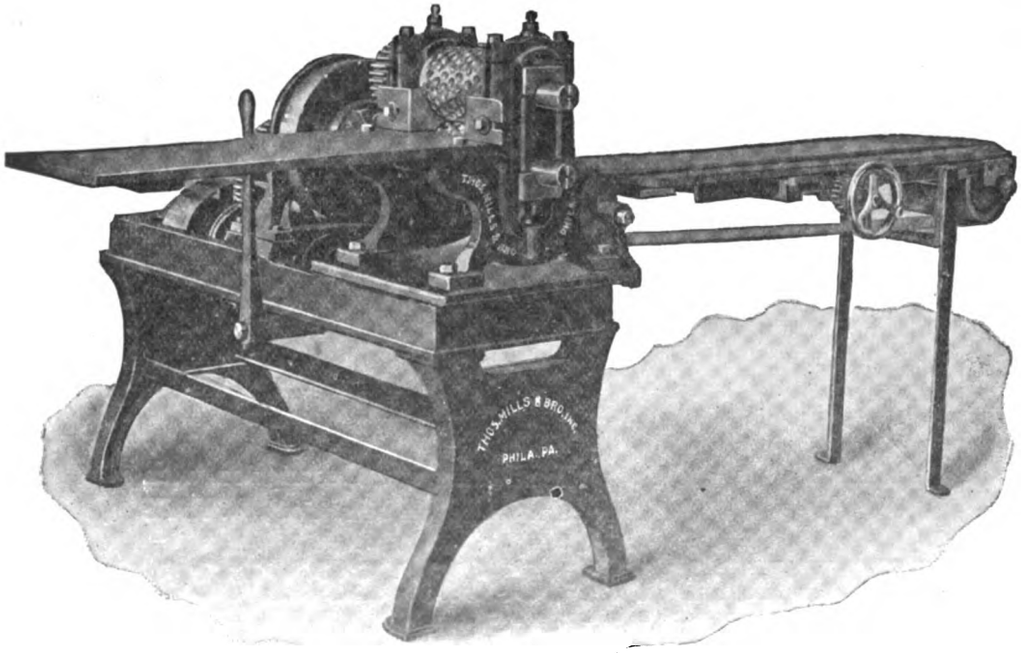
BATCH SPINNING MACHINE



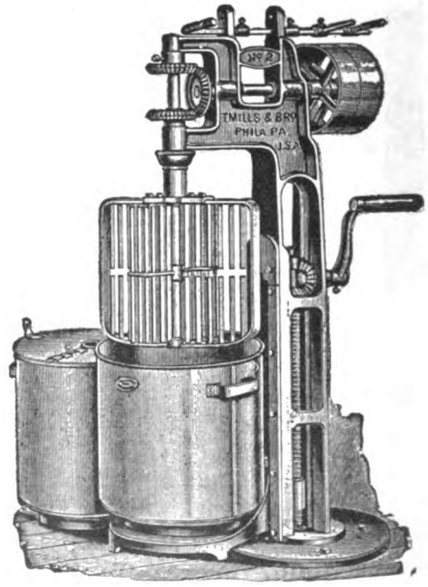
MOLDS AND BOARDS FOR STARCH PRINTER



HAND AND POWER ALMOND AND PEANUT BLANCHING MACHINE



LARGE POWER DROP FRAME WITH STAND AND ENDLESS BELT CONVEYOR

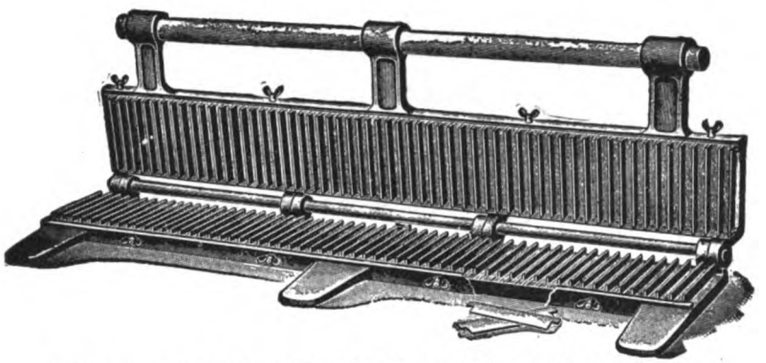


VERTICAL DOUBLE-ACTION MIXING MACHINE

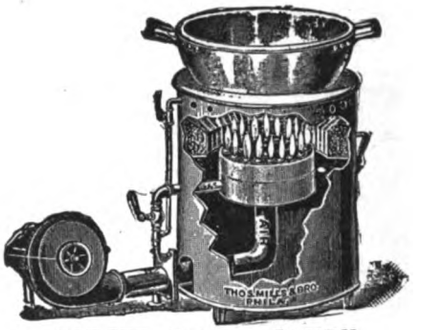
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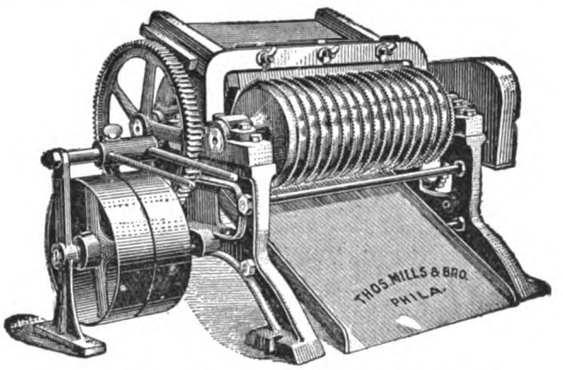
1301 to 1315 North Eighth St. **(Established 1864)** **Philadelphia, Pa.**



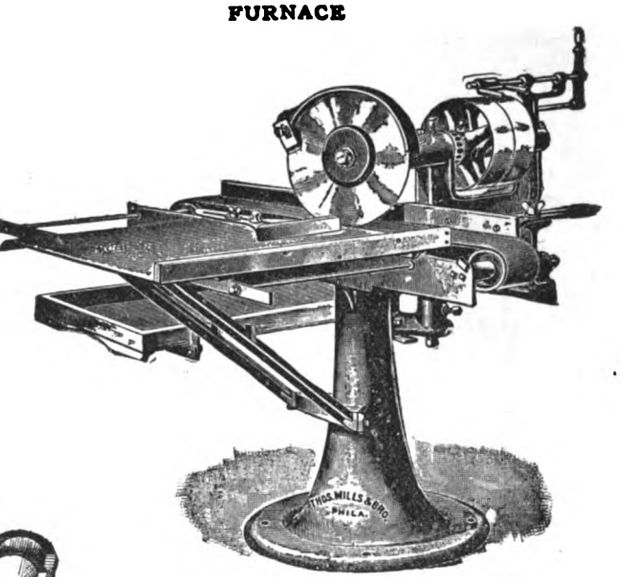
TWENTIETH CENTURY ADJUSTABLE CANDY CUTTER



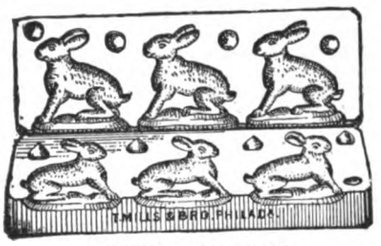
FORCED DRAFT CANDY FURNACE



BALL MACHINE FOR COCOANUT, CREAM AND CHICLE



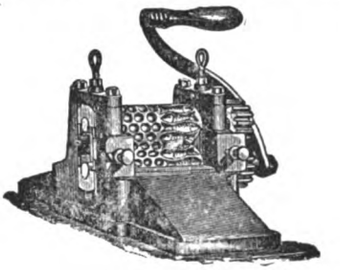
MONITOR NOUGAT CUTTER



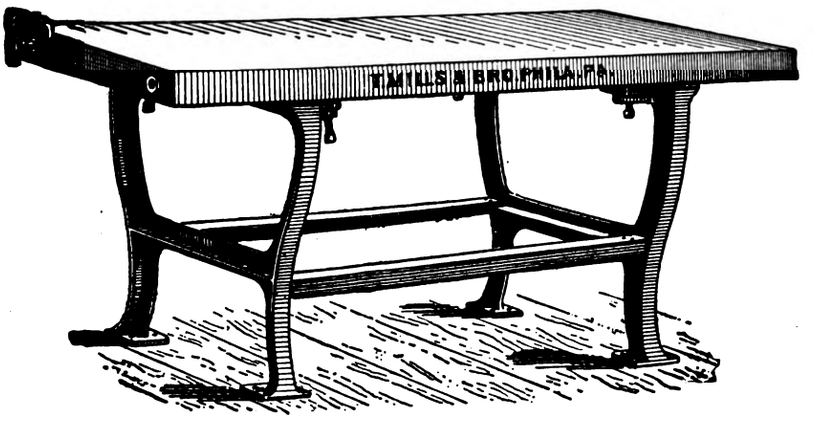
WATER MOULDS



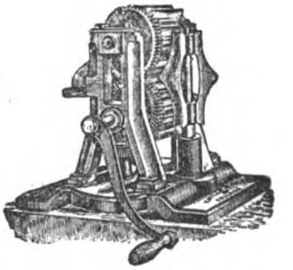
CLEAR TOY MOULDS



FRUIT DROP FRAME AND ROLLERS



MILLS CANDY COOLER



KISS OR LUMP CUTTING MACHINE

CATALOGUE SENT ON APPLICATION

Confectioners' Tools and Machinery **Ice Cream Manufacturers' Tools**

Bakers' and Cooks' Tools

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IDEAL CARAMEL MACHINES

In response to an ever increasing demand for more substantial and more efficient candy machinery we have brought out the Ideal Machines described below, which are unexcelled for their purposes.

Ideal Candy Sizer

The Ideal Candy Sizer is made with solid base and absolutely rigid. It is built as a bench or floor machine. It is reversible and adjustable to any thickness up to two inches. It is especially designed to be used with the Ideal Candy Cutter.



Ideal Candy Sizer



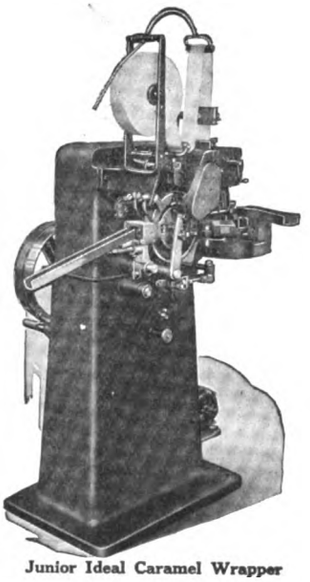
Ideal Candy Cutter

Ideal Candy Cutter

The Ideal Candy Cutter is absolutely rigid in construction. It is equipped with thirty seven-inch circular knives and one full set of collars. Knives may be taken off without removing the arbor shaft. Well guarded, cut gears make it practically noiseless.

Junior Model Ideal Caramel Wrapper

The Junior Model Ideal Caramel Wrapper is designed to fill the needs of the manufacturer whose output does not warrant the installation of the larger machine. It cuts and wraps in one operation caramels, pulled candy or any goods of equal consistency. It is the simplest caramel wrapper built. An unskilled girl can be trained in a few days and can pack as many pieces as six or eight hand packers. The Junior Ideal will quickly pay for itself in wages of hand labor saved.



Junior Ideal Caramel Wrapper

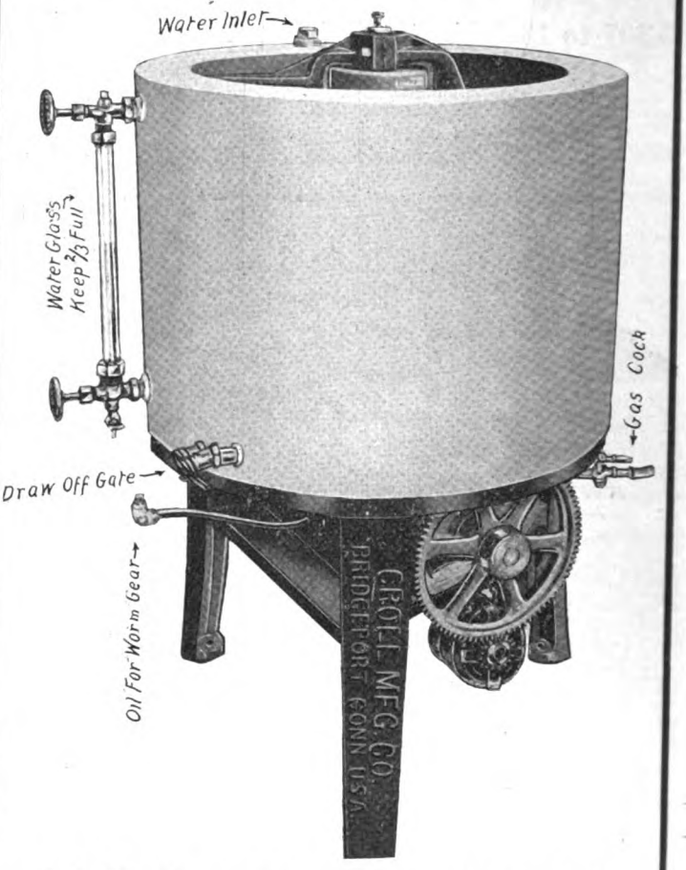
Write today for complete descriptions of Ideal Candy Machinery and prices.

IDEAL WRAPPING MACHINE CO.

Makers of Ideal Caramel Wrapping Machines

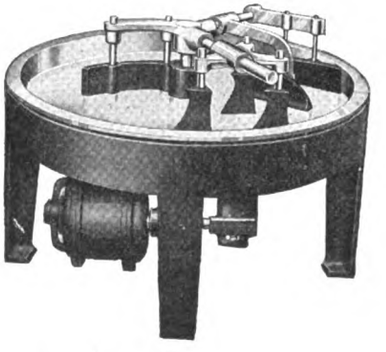
MIDDLETOWN NEW YORK

CHOCOLATE MELTING KETTLE



100-lb. Capacity—Water Jacketed Gas Heated

Belt Drive, $175.00 Motor Driven, $225.00



Cream Beaters

3-4-5 Foot Sizes

Belt or Motor Drive

Worm Gear as Standard Equipment

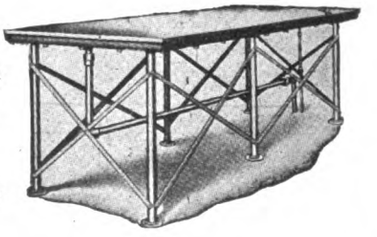
Write for New Reduced Prices

All Steel Candy Coolers

Highly Polished Top

Made In All Sizes

REDUCED PRICES



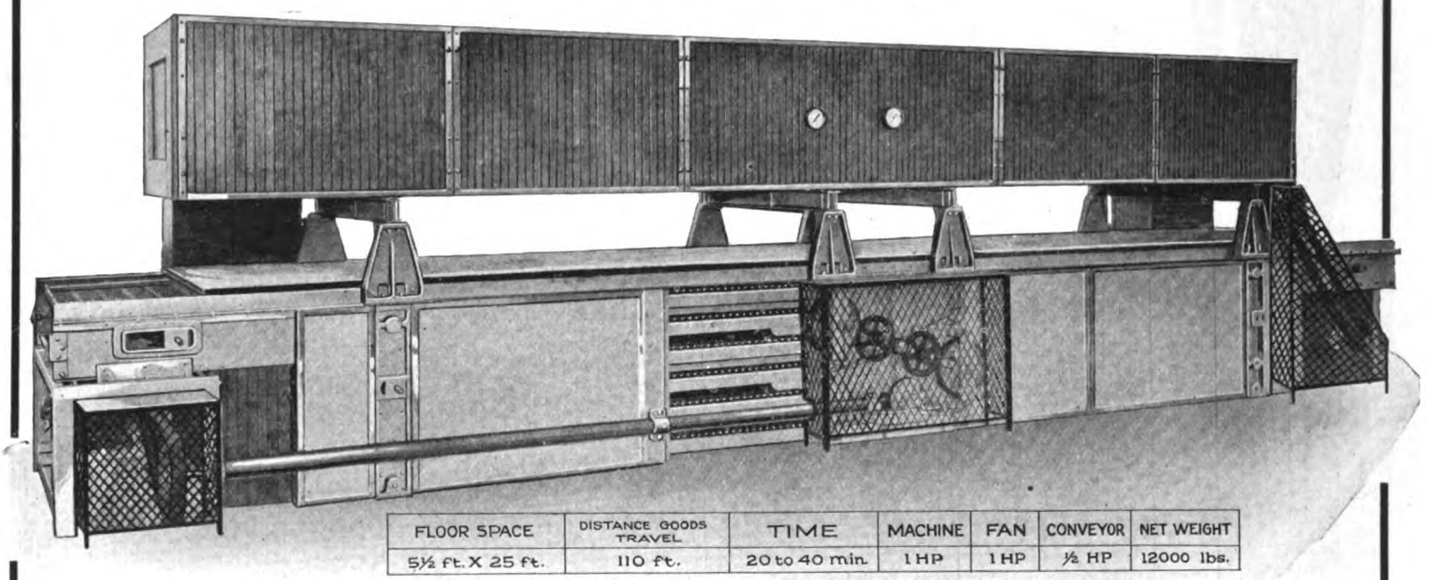
Write for complete catalogue showing other machines manufactured by us

CROLL MFG. CO.

Bridgeport, Conn.

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New Model Machines Help Manufacturers Meet New Conditions



FLOOR SPACE	DISTANCE GOODS TRAVEL	TIME	MACHINE	FAN	CONVEYOR	NET WEIGHT
5½ ft. X 25 ft.	110 ft.	20 to 40 min.	1 HP	1 HP	½ HP	12000 lbs.

THE GREER CHOCOLATE MACHINE

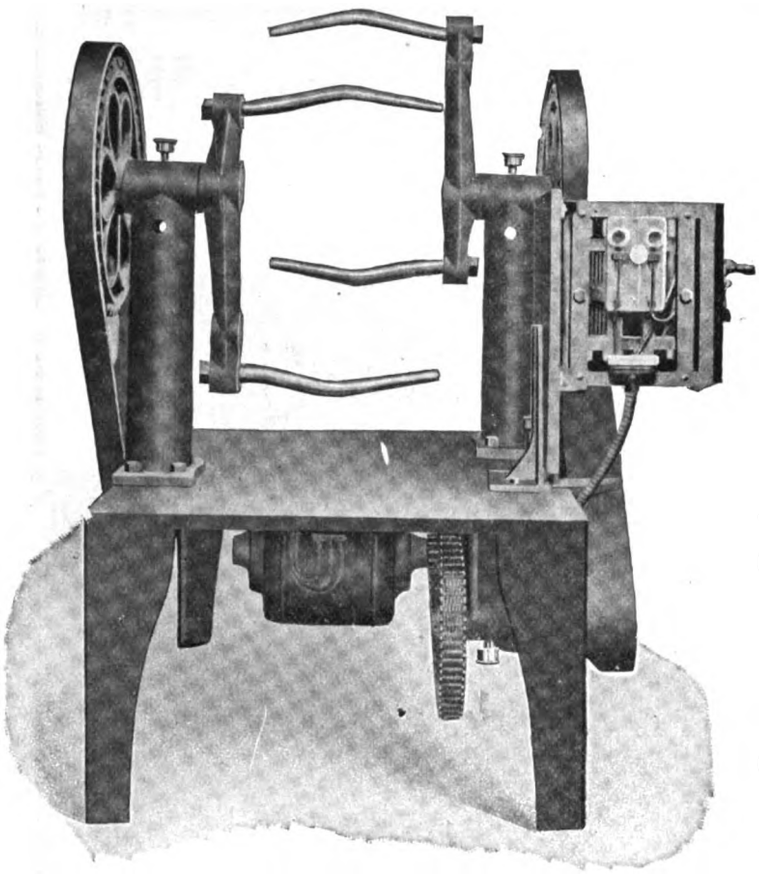
For BARS, BUDS and TEN POUND CAKES

Speed up your production by utilizing a Greer. This machine has been built to fill a long felt demand. It is very similar in design to the Standard Greer machine. We have built over this machine a Bunker Room which is scientifically insulated. It is piped for either brine or ammonia refrigeration as specified at time of ordering. To operate this machine up to maximum capacity a three-ton refrigeration machine is required for its cooling. The coils and a specially designed blower for air circulation are supplied and so placed that a uniform temperature may be maintained throughout the machine, which insures the proper setting of chocolate bar work quickly; the bars cool and in cooling contract from the metal moulds, freeing themselves, thereby eliminating any damages to moulds by hammering or breaking of chocolate. The machine is equipped with a conveyor passing thru a warm tunnel, returning the empty moulds from the delivery end back to the Depositor for refilling. The complete machine is 5 1-2 ft. wide and 25 ft. long. It consists of six layers of latticed steel trays which form a pliable conveyor, and is carried from one layer to another, making a complete circuit of 110 ft., giving 360 sq. ft. of cooling space.

The Greer machines are patented. Imitators warned against infringements.

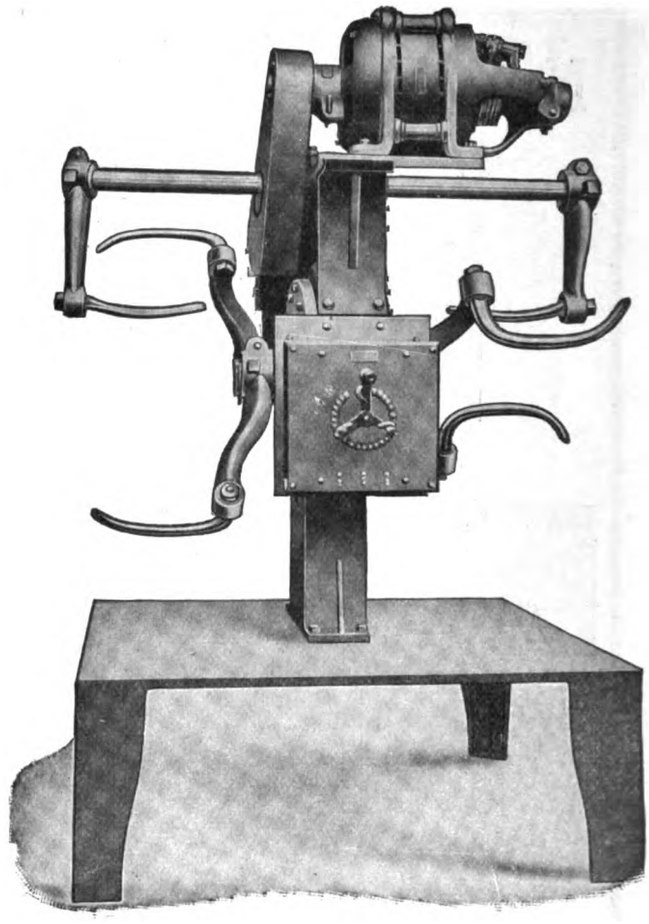
J. W. GREER CO., 119 to 137 Windsor St., Cambridge, 39, Boston, Mass.

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FORM 3 — STYLE D MOTOR DRIVE
Capacity 50 to 100 lbs. per batch

SATISFACTION



FORM 6—STYLE R TWIN PULLER—MOTOR DRIVE
Capacity 15 to 100 lbs. on each side

REVOLUTION

A GREAT revolution has taken place in the pulling of all kinds of candy by Hildreth's Patented Candy Pulling Machine. Before the year 1900 all pulled candy was done by hand labor, which was unsanitary and unsatisfactory. Three-fourths of the candy pulled in the United States to-day is done by Hildreth's machines. Note what the machines are doing in the factories all over the country. They are pulling hard boiled candy which is made into stick candy, broken candy, chips, buttercups and all other hard boiled goods which are ordinarily pulled by hand.

Hildreth's machine will pull hard boiled goods in from two to three minutes. The machine also pulls molasses candy, either high or low cooked. It will also pull all kinds of chewing candies, high or low cooked, in about eight minutes. You can increase the batch about 20% in bulk over ordinary hand pulling. Your increase in penny count goods is about 20%. The machine pulls caramels and caramel mixtures.

You can work up your scrap and pull it on the machine and make good candy, where it is almost impossible to do so by hand labor, thereby saving the waste.

The machine pulls chewing gum as well as candy. The machine also pulls shoemaker's wax as well as candy. It also pulls a certain kind of white varnish as well as candy. In fact, it pulls anything that is pulled by hand.

You can use a lower grade of sugar, and make as good goods with the machine as you can with a higher grade of sugar by hand labor, thereby a saving in profits. With the machine you can pull every batch alike, making the candy whiter, lighter and uniform, which is of great value to all manufacturers.

The machine is ready to work at all times, day or night, without getting sick, tired, lazy or going on a strike, which is of great value to all manufacturers.

We have machines that pull from 10 to 25 lbs. at each batch, and from that size up to 300 lbs. at one pulling; so that if any manufacturer has much candy to pull he is losing money every day that he does not have one of our machines. In fact, it gives him absolute control over his pulling room, as well as saving a lot of money which would ordinarily be paid out in hand labor.

We do not sell the machines, but lease them by the year.

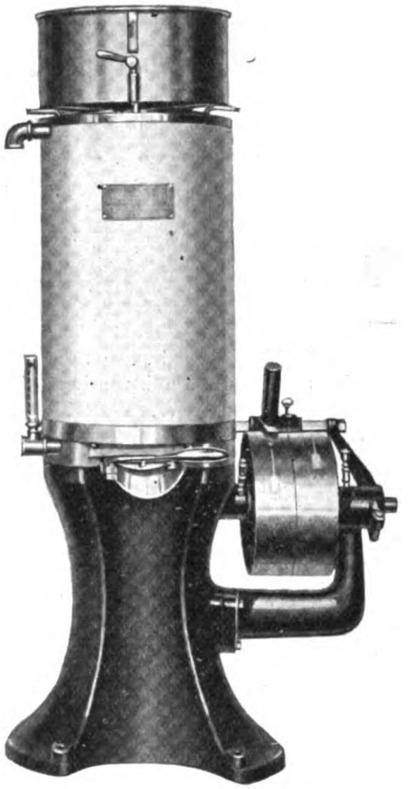
Write for descriptive catalogue and full particulars,

ADDRESS

H. L. HILDRETH CO.

549-559 Albany Street BOSTON, MASS., U. S. A.

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GOOD Ice Cream is building the great Ice Cream industry. The better it is the more it is desired.

We are working our factory twenty-four hours a day in answer to calls for good Ice Cream machinery.

The demand for Emery Thompson standard is based upon merit. The E. T. develops and brings out in the pure, rich, wholesome material used a good, fine, smooth-bodied finished Ice Cream.

The Emery Thompson is built for production.

"WRITE FOR CATALOG"

Emery Thompson Machine and Supply Co.

271-75 Rider Ave. (6-8 Canal Place, Bronx) **New York City**



Copper Steam Jacketed Kettles

Copper Candy Kettles

Carried in Stock

GROEN MFG. COMPANY, Inc.

Coppersmiths

4531 Armitage Ave. **Chicago, Ill.**

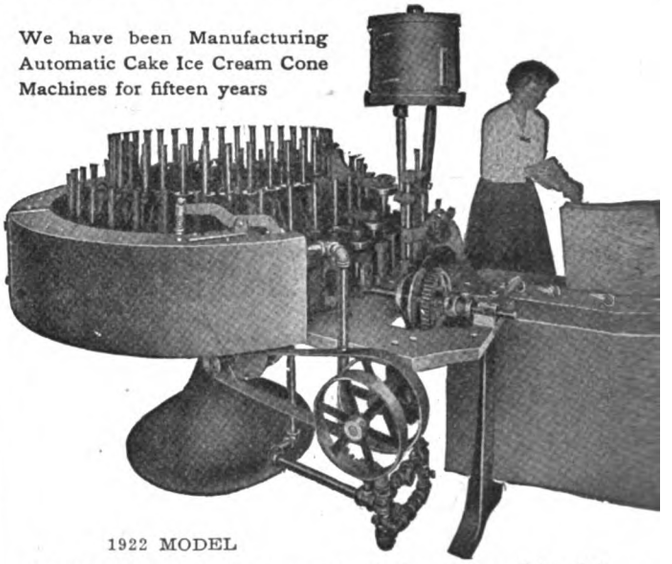
W. W. TURNBULL CONE MACHINE COMPANY

Chattanooga, Tennessee **1419 Fort Street**

Manufacturers of

TURNBULL'S AUTOMATIC WAFER CONE MACHINES
TURNBULL'S AUTOMATIC CAKE CONE MACHINES
TURNBULL'S SWEET CLOVER SUGAR CONES
TURNBULL'S PEERLESS CAKE CONES

We have been Manufacturing Automatic Cake Ice Cream Cone Machines for fifteen years



1922 MODEL

TURNBULL'S Automatic Cake Cone Machine

WE INSTALL our machines in your factory and teach you how to make cones

No expensive labor necessary in the operation of our Machines

Write for prices and information today so we can serve you in time for next season

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The Improved N. W. YORK Batch Roller



This machine will be sent to you on thirty days' trial. Why not give one a trial? Ask us about it.

C. C. YORK

225-227 E. Maryland St., Indianapolis, Ind., U. S. A.

U-KNO Old Time Penny Stick

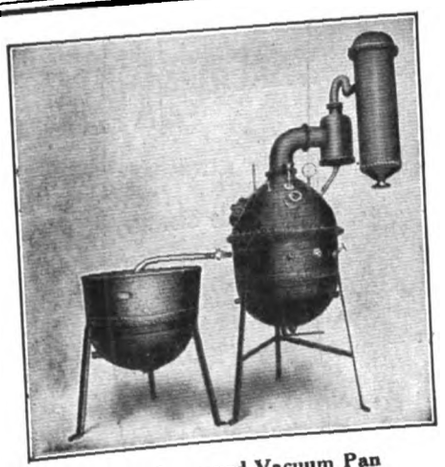
A highly flavored pure Sugar Stick which caused the invention of the IMPROVED N. W. YORK BATCH ROLLER.

This stick will stand any climatic changes but more especially the hot summer weather. Old Time Stick is packed in ten flavors, twelve cartons to the case, fifty sticks to the carton.

One trial order of Old Time Penny Stick will give you an article which will take care of itself after it has been given a fair trial. Write us for prices.

INDIANAPOLIS CANDY CO.

Indianapolis, Ind.

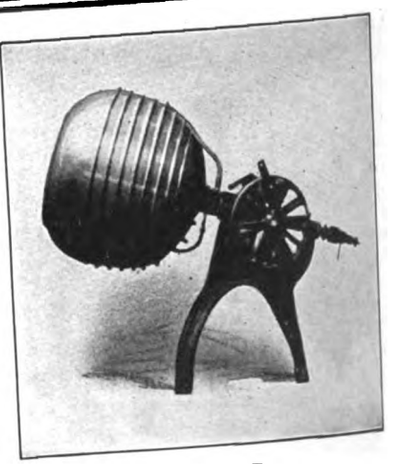


Latest Improved Vacuum Pan

We have been in Coppersmithing Business for generations hence our name

"KOPPERMAN"

Don't you think we ought to know how?



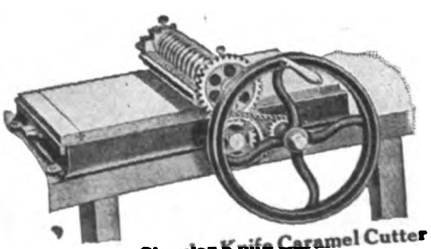
Revolving Pan

JOS. KOPPERMAN & SONS

Copper Work and Confectioners' Machinery

307-311 Florist Street

Philadelphia, Pa.



Hand Power Circular Knife Caramel Cutter

We manufacture any kind of Copper Kettle for steam or fire or vacuum *with or without mixers.*

All kinds of sizing, cutting, coating and cooling machinery

We furnish any piece of machinery used in a candy factory



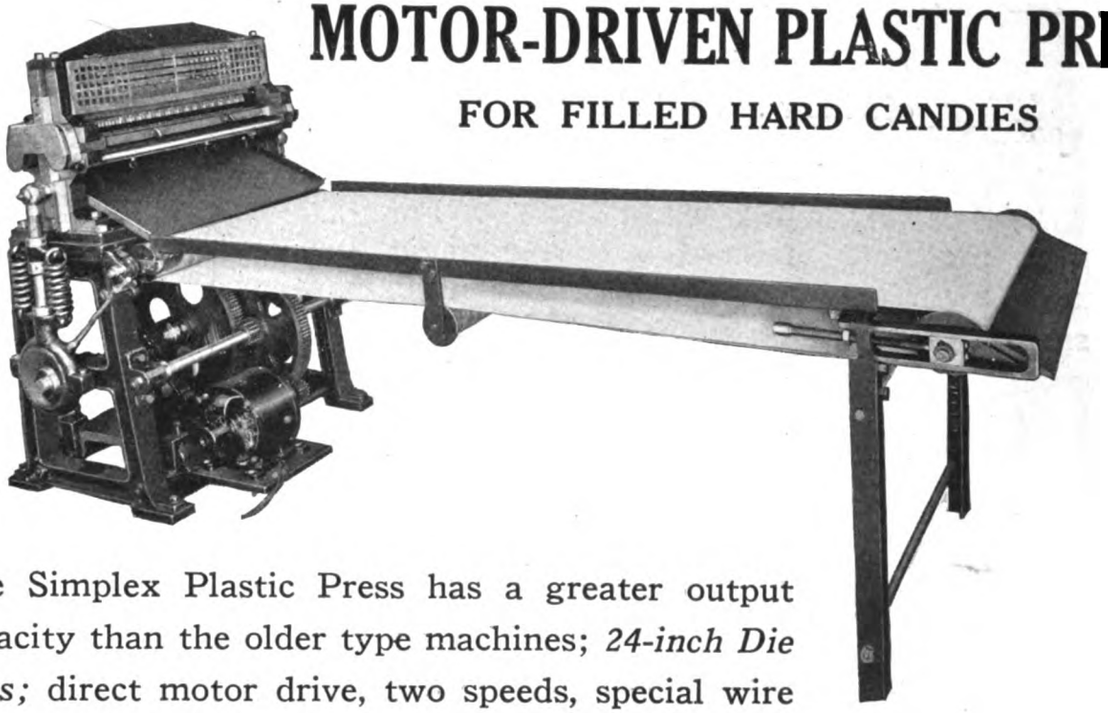
Shearing Motion Cutter

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IMPROVED SIMPLEX

MOTOR-DRIVEN PLASTIC PRESS

FOR FILLED HARD CANDIES

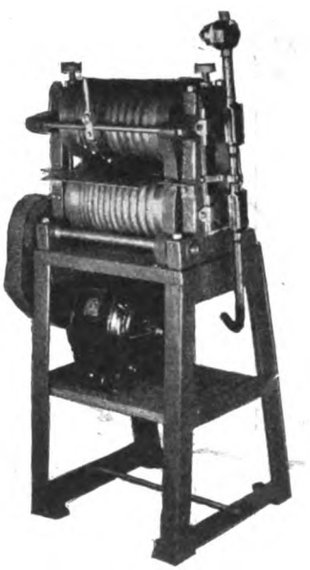


The Simplex Plastic Press has a greater output capacity than the older type machines; *24-inch Die Bars;* direct motor drive, two speeds, special wire screen conveyor. Operation economical, simple and exceptionally accurate—every machine given a practical test before shipment.

Now Read—Extraordinary Offer!!!

We offer you a Simplex Plastic Press *with die bars (Peanut, Raspberry, Almond, etc.)* at a price no more than you would pay for a continuous cutter or any motor driven hard candy machine.

Wire or Write Today For Price and Deliveries



Simplex Sizing Machine For Increased Capacity

Vacuum Candy Machinery Co.

326 W. MADISON STREET
CHICAGO, ILL.

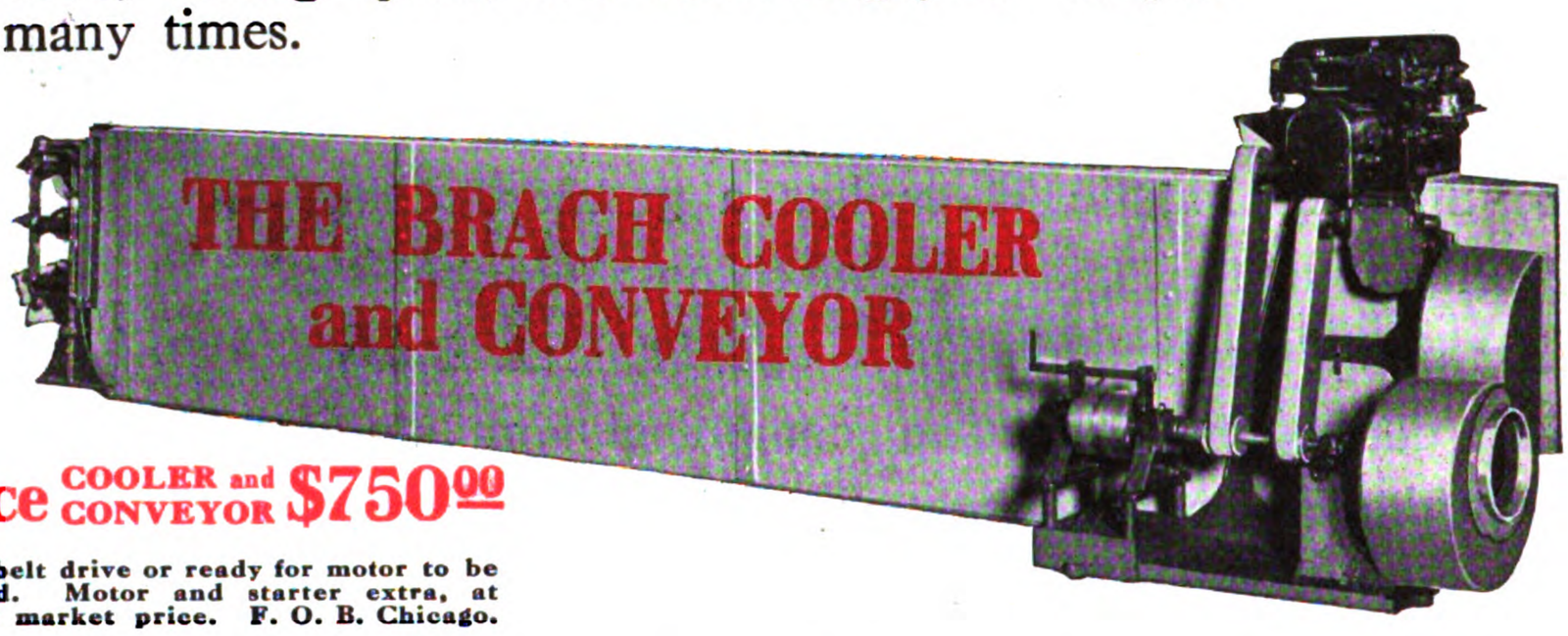
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The BRACH Continuous BUTTERCUP STRAW and WAFFLE MACHINE

This Is the Only Machine Made That Will Cut a Large Variety of Pillow Shaped Hard Candy Without Change of Machinery

High Speed—No Delays—Greatly Increased Output!
The very high speed of 1500, 3000 or 6000 pieces per minute is secured by the continuous, practically self-feeding operation. With a little experience, 100 pounds of soft or hard center goods can be turned out in ten minutes. One machine takes care of three sets of spinners, cutting down labor costs, saving space, and increasing your output many times.

Ask Any of Our 300 or More Satisfied Users!



Price COOLER and CONVEYOR **$750.00**

Either belt drive or ready for motor to be mounted. Motor and starter extra, at current market price. F. O. B. Chicago.

THE BRACH COOLER AND CONVEYOR is an exceedingly compact unit, occupying but about one-third of the space ordinarily used. used. It has the capacity of a straight convey or of 105 feet, if the goods comes out in a single line, or with web. But if used in connection with my Buttercup Machine, which cuts the goods off completely, allowing them to spread over the belt, the cutter running five times the speed of the conveyor belt, would give a cooling capacity equal to 525 lineal feet.

DIMENSIONS
Length . . . 17 Feet
Width . . 14 Inches
Base where motor and fan are connected is 30 inches wide.
Height . . 32 Inches

NOTE
Can furnish COOLER and CONVEYOR separate or in one compact unit connected with motor and starter to my Worm Gear Drive BUTTERCUP STRAW and WAFFLE MACHINE

WARNING!

On account of the extraordinary popularity of this machine, there is being made and sold as a genuine Brach machine an imitation cutter which infringes on my patents. NOTE—each machine bears a serial number of which we hold an exact record that we may know to whom every machine of our make is sold. To avert trouble make sure you are buying a genuine Brach Continuous Buttercup Machine. We will prosecute all sellers and users of infringements.



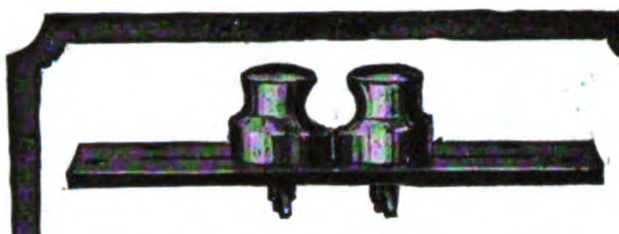
Showing a Brach Machine used with a York Batch Roller which I can supply in 6, 7 and 8 foot lengths at regular prices

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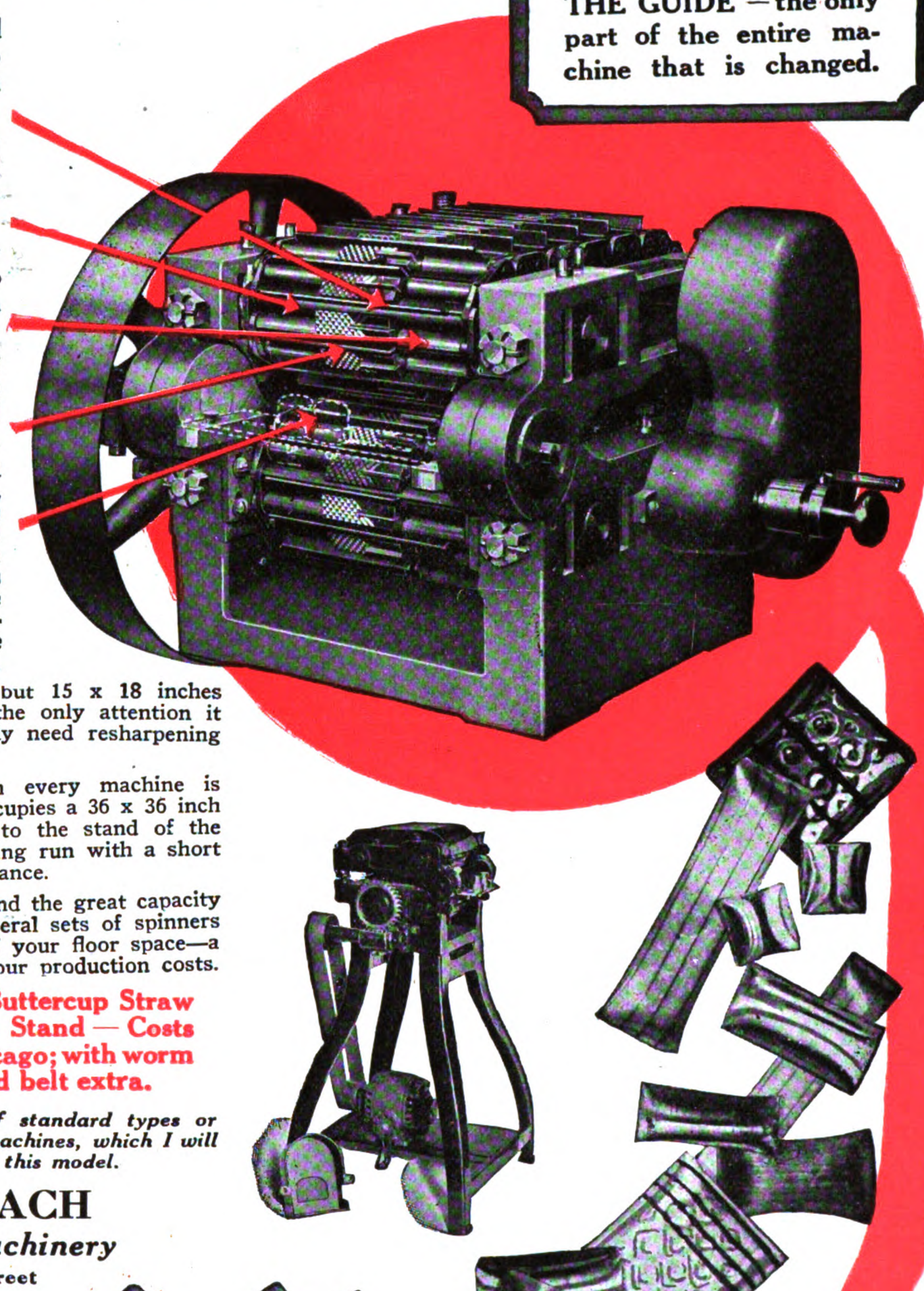
MY LATEST—The Worm Gear Drive

The addition of a worm gear drive to my latest model, which performs the work of four machines, makes it a model of efficiency.

1. ***Baby Kisses***—Any small piece 3/8 inch long and up to 3/4 inch wide are cut on this series of knives.
2. ***Pillows, Chips, Straws***—3/4 inch long and 1/8 to 1 1/2 inches wide are cut by this set of knives.
3. ***Straws, Chips, Pillows***—1 1/2 inches long and 1/8 to 1 3/4 inches wide are cut on this series of knives.
4. ***Waffles*** — 3/4 inch long and up to 3/4 inch in width are cut and stamped with this series of knives.



THE GUIDE — the only part of the entire machine that is changed.



THE GUIDE—indicated by dotted lines, and illustrated separately, has two peculiarly shaped knurls which may be so turned and separated as to regulate the batch to any width from 1/8 to 1 3/4 inches as desired. Adjustments are made by simple thumb screws. An experienced operator can feed the machine without using the guide.

THE MACHINE MEASURES but 15 x 18 inches over-all. Once set up, oiling is the only attention it requires. The knives will probably need resharpening about every five years.

THE STAND SUPPLIED with every machine is strongly made of cast iron, and occupies a 36 x 36 inch floor space. The motor attaches to the stand of the new worm gear drive machine, being run with a short belt—a safety protection of importance.

SAVES SPACE: The small size and the great capacity of this machine, which enables several sets of spinners to use it alternately, saves 75% of your floor space—a very important item in reducing your production costs.

The BRACH Continuous Buttercup Straw and Waffle Machine with Stand — Costs Complete, $850, F.O.B. Chicago; with worm gear drive $900; motor and belt extra.

NOTE: I have a limited number of standard types or motors for the worm gear drive machines, which I will supply at current prices to buyers of this model.

EMIL J. BRACH

Confectionery Machinery

215 West Ohio Street
Chicago



30 DAYS FREE TRIAL

(In U. S. Only)

Arrange to have a machine sent you on 30 days' free trial and prove to your own satisfaction its labor-saving, profit-making qualities.

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The Ball Cream Beater Co.

DAYTON, OHIO, U. S. A.

MANUFACTURERS OF THE

Ball Cream Beater and Cooler and Dayton Cream Beater and Cooler

Ball Beater
Patented



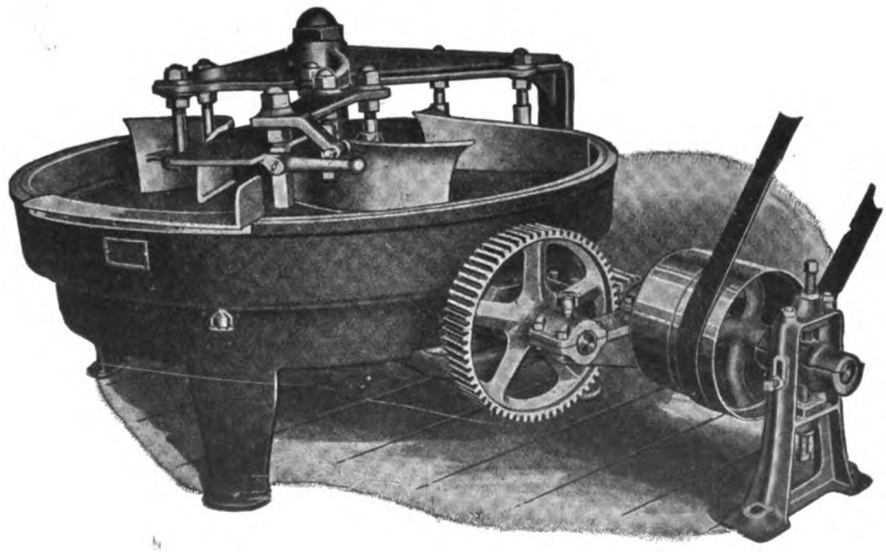
BEWARE
of infringements on our Patents

THREE THOUSAND IN USE!

BEST IN THE WORLD! **WHY NOT HAVE THE BEST?**

Every Candy Manufacturer Should Have One!

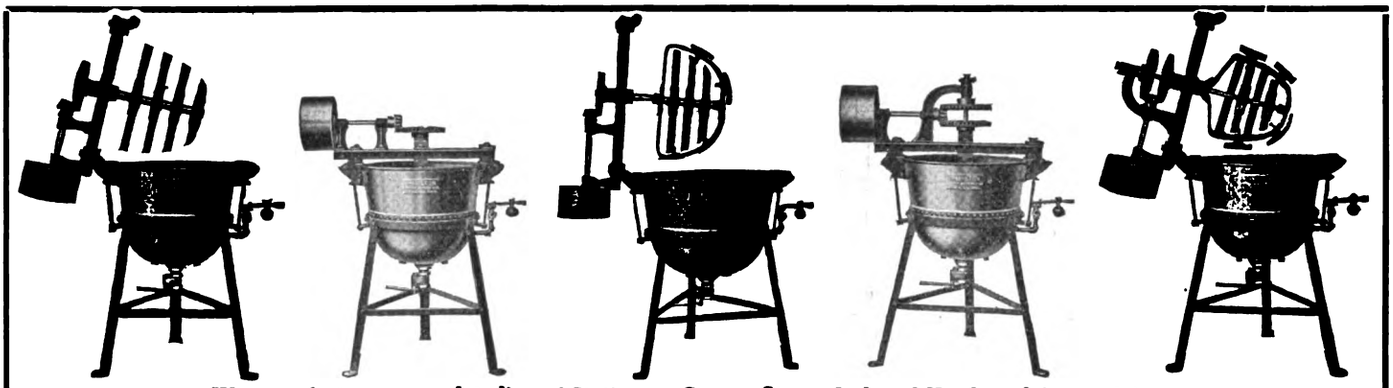
We shall protect
our Patents to the full extent of the law.



Dayton Beater
Patented

FOR PARTICULARS, SEND FOR CIRCULAR AND REFERENCES

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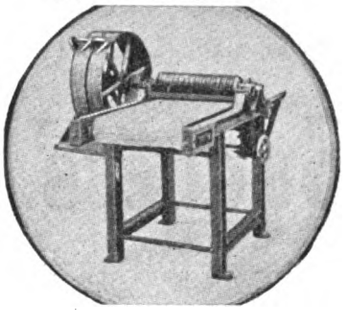


We manufacture a complete line of Stationary Copper Steam Jacketed Kettles, plain or mixing.
Absolute satisfaction guaranteed. Prompt shipments. Ask your dealer or write us for literature and prices.

HAMILTON COPPER & BRASS WORKS, Hamilton, Ohio

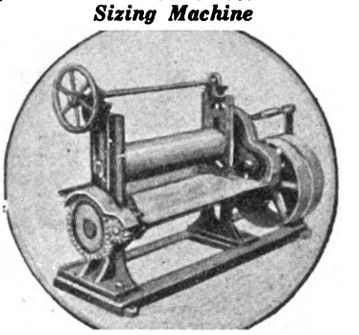
You Need These Machines

White's Improved Perfect Candy Cutter



"Ask any candymaker what he thinks of the White Caramel Cutter and Sizer and he will tell you that they are the staple and standard machines all over the world and that he prefers them above all others."

White's Perfect Sizing Machine



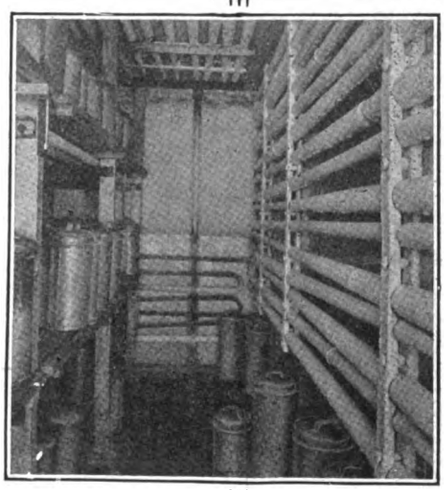
Write for Catalogue and Prices for Belt or Direct Motor Driven

WM. M. BELL

Authorized Agent
The Heirs of JACOB WHITE

6 East Lake Street **CHICAGO, ILL.**

Brunswick Refrigeration



Here is an illustration of a Dry Type Ice Cream Hardening Room, showing a typical **Brunswick** refrigerating equipment. The efficiency of this installation is self-evident, while the clean, sanitary condition of the room speaks louder than words of its merits and advantages.

Every **Brunswick** installation is specially designed for your individual requirements and can be counted upon to produce, economically, in every case, the low temperature needed for the dry hardening system.

We also furnish complete wet hardening systems. **Brunswick** equipment is noted for its long life.

Our Bulletin will give you valuable information.

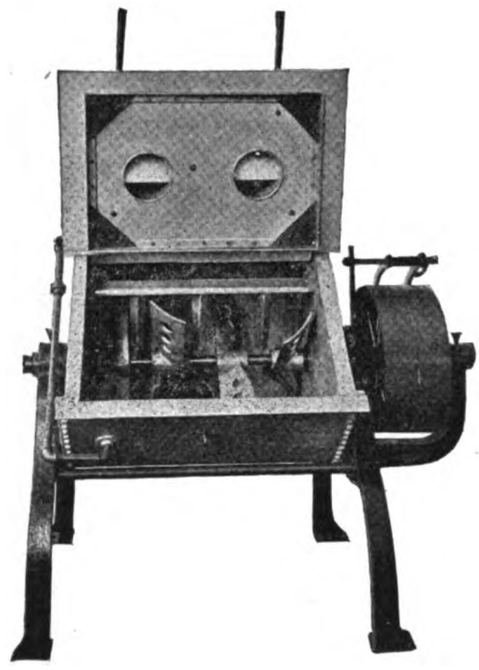
BRUNSWICK REFRIGERATING CO.

107 Jersey Avenue, New Brunswick, N. J.

BOSTON, MASS.
10 State St.

NEW YORK CITY
30 Church St.

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The Savage Assures Success

THE secret of successful marshmallow manufacture lies in the proper beating of the goods.

No matter how excellent your ingredients may be, no matter how carefully the proportions are measured, if you are not equipped with a properly constructed and mechanically correct device, for beating and cooling the goods, your efforts will not be crowned with the greatest success.

The Savage Marshmallow Beater leads, for the very simple reason that, like the entire Savage line, this machine is built by experts,—by men who know the candy business, who know the difficulties confronting the manufacturer, and have produced the necessary mechanical equipment to meet these difficulties.

The fact that this beater is so sturdily and carefully built makes the first cost the only cost. The construction is so simple, that you are never troubled with adjustment of the parts. There are no gears, chains, or complicated parts to get out of order.

If you are looking for a machine that will run day in and day out, without repair or replacement, that is constructed to produce the greatest quantity of the highest grade goods, you will not be satisfied with anything but the Savage.

Send for our new illustrated circular fully describing this wonderful machine

Savage Brothers Co.

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SAVAGE-IZING
A Candy Factory

High wages do not hurt business—they help it.

WASTE of labor—two hours' work that should be one hour's work, obsolete methods in manufacturing, poor tools, and consequent unproductiveness. These are the things that retard the forward movement.

One swallow does not make a Summer, nor does one well-equipped factory, efficiently operated, constitute a whole industry.

Inefficiency is without excuse. To do well what is to be done, should be the desire of every candy manufacturer. The public has a right to good service. An industry is entitled to protection, which only efficient methods, on the part of every member of that industry can give.

Business is good—now—with those who are doing business right, who are **producing right** and **distributing right.**

The **selling** machine is one of the **big machines** in a candy factory. Pay good wages for selling, **pay the salesman** and **pay the printer**—then high wages in a candy factory mean only profit to you—**when labor is equipped** to do its part, **productively.**

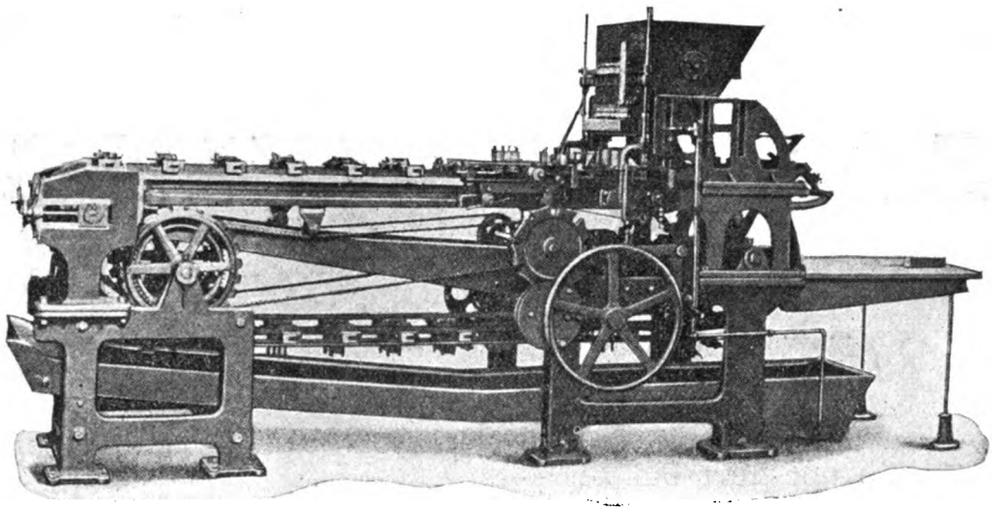
SAVAGE-IZING a factory means using a sledge and smashing the **old methods** to smithereens, it means **"scalping and burning"**—but, too, it means the eradication of the primitive.

SAVAGE-IZING a candy factory means **civilizing** it, and **modernizing** it.

2638-2646 Gladys Ave., Chicago, Ill.

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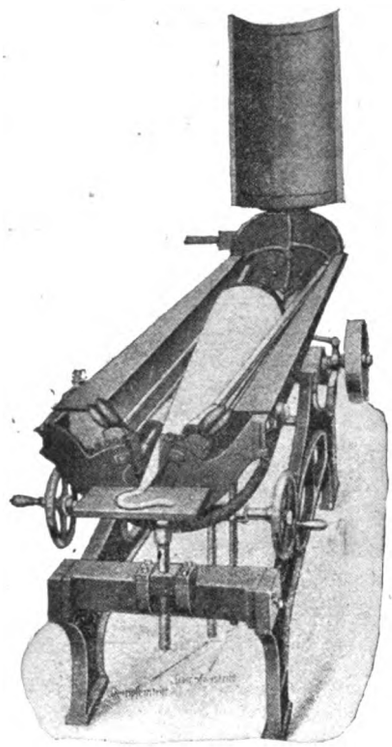
Chocolate Dipping Machines—Continues automatic with or without cooling attachment. High gloss belts. No paper liners required. Capacity, 2000 pounds upward per day. Price from $2200.00

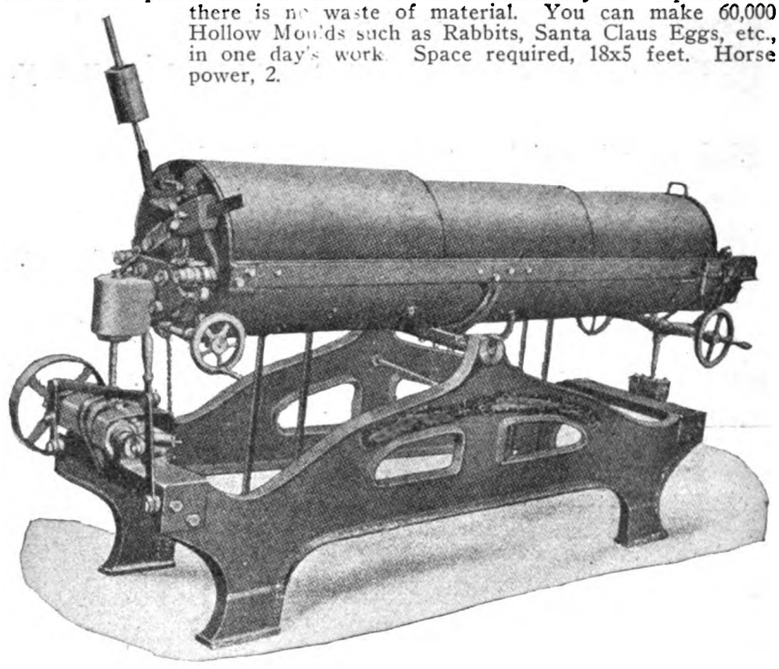


Automatic Depositing Machine

for filling chocolate or wax goods in metal or any other composition moulds where a shell is required. It fills the moulds, knocks or taps the moulds, turns to drain moulds out, and pumps the drainings back to the depositor.

The depositor has a mixing apparatus that stirs the material and acts as a stirrer and to give an equal delivery to the pumps for the deposits. Will fill from a few grams into a small mould of an inch or less to a mould of 14 inches in length of any weight and capacity, from one to 14 deposits at one time. And in case a mould is not placed into the holder it will automatically not deposit. So there is no waste of material. You can make 60,000 Hollow Moulds such as Rabbits, Santa Claus Eggs, etc., in one day's work. Space required, 18x5 feet. Horse power, 2.





The Latest BATCH Spinner on the Market

1st. It holds the end of the batch like a human hand while spinning, and it travels along with the batch as the spinning goes on.

2nd. It takes a second to raise or lower the table, according to the size and weight of the batch, to give an equal feed for the spinner, and the front end, where the delivery is made, is adjustable, so it delivers the required thickness.

3rd. While spinning, the batch is covered to give equal heating surface for the batch all around, or it could be kept half or whole open if desired.

4th. The batch lays on wire cone, six rolls covered with wire tinned to hold the batch in position. No canvas or leather to stick to. Clean and easy to work.

5th. I have a machine on show. Come and look at it and you will appreciate the facts.

Price of this machine within reach of all, and will pay for itself in a short time.

Chocolate Refiners—5 roll. Water-chilled steel rolls, 22x52. Price.....$6500.00
Concher—4 sections. 2200 pounds' capacity. Price.....$2300.00

J. FRIEDMAN

EXPERT—Specializing for the Candy and Chocolate Industry

214-226 East 22nd St. New York, N. Y.

Complete and largest line of Candy Machinery, Chocolate Machinery, Cocoa Butter and Cocoa Powder Plants, Chocolate Dipping Machines, Wrapping Machines, Package Making, Filling, Sealing and Labelling Machinery, CHOCOLATE MOULDS, etc. "LOOKING FOR A CERTAIN MACHINE? Yes, I HAVE IT." *Established since 1892.*

Cable Address—"JACKFRIED NEWYORK." A. B. C. Code—5th Edition Used. Telephone: Gramercy 2996

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VULCAN CANDY FURNACES

Have Helped Many Candy Makers to Success

Only good candy is called for repeatedly.

And it takes repeat orders to build up a successful business.

You know that. And knowing it, you realize, of course, the importance of having the finest equipment obtainable.

Your candy furnaces should be adaptable—providing quick or slow heats as desired. Consider the Vulcan.

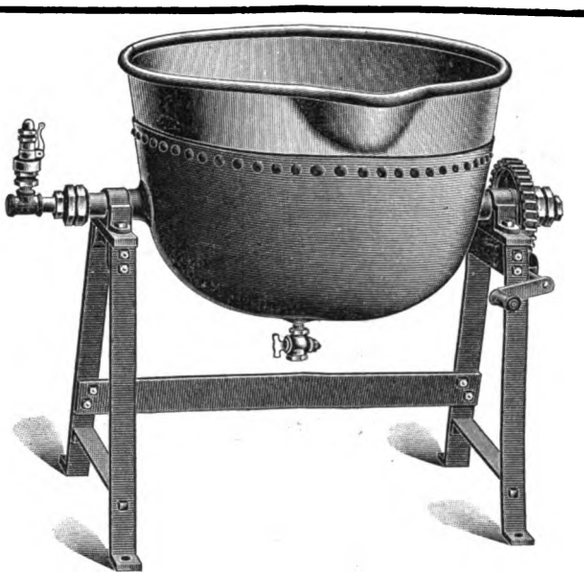
The powerful 3-ring, one-piece burner throws out intense heat which is concentrated at sides and bottom of kettle. It provides any degree of heat needed.

Top has graduated rings to take kettles of several sizes.

The Vulcan is durable, economical and will save you much time and work.

Described in detail in interesting folder. Write for copy today.

Wm. M. Crane Co.
18 W. 32nd Street
New York City
Pacific Coast Distributor
Northwest Gas & Electric Equipment Company
Portland, Ore.
Branch Offices:
Los Angeles, San Francisco, Seattle.



Steam Jacketed Copper Kettles

STATIONARY AND TILTING

have long been a specialty with us. Our kettles are guaranteed to give satisfaction and we stand solidly behind every shipment.

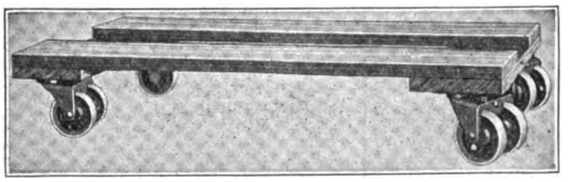
The Bucyrus Copper Kettle Works Co.
BUCYRUS, OHIO

Manufacturers of Bucyrus Steam Jacketed Kettles
Bucyrus Mixing Kettles
Bucyrus Open Fire Kettles

The Perkins Adjustable Dry Room

Saves fifty per cent. of your steam. Gives uniform work at all times of the year. Dries much faster. (Saves space, trays and trucks.) Perfectly clean. Easy to operate. Simple to install. Is not expensive. Hundreds in use.

Write for descriptive Bulletin No. 100, and prices on candy truck.



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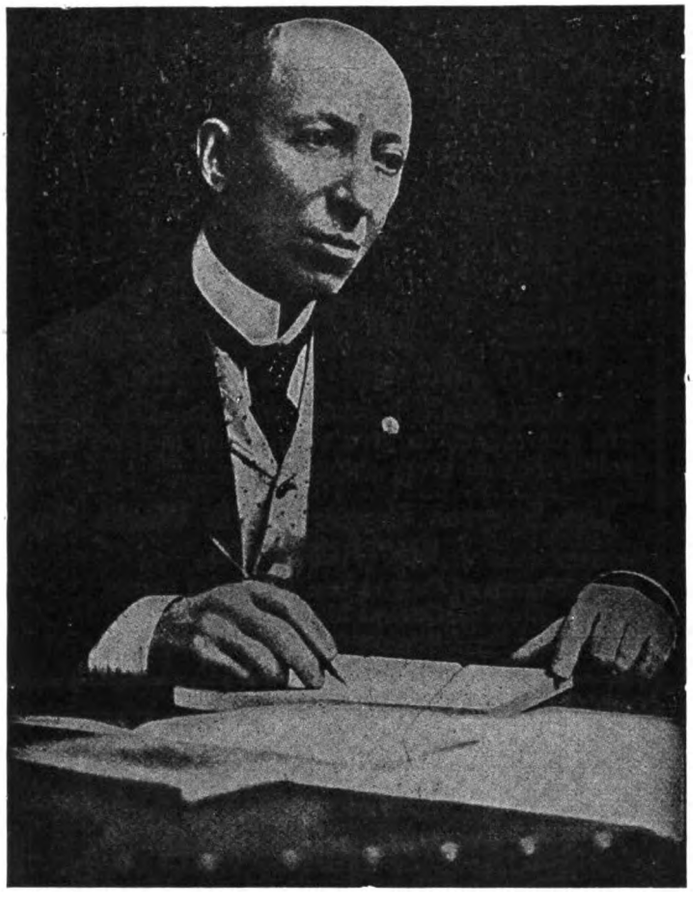
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Manufacturers

Offices
Wrigley Building, Chicago

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Knowledge



of the candy-making end of your business will result in a good busy summer season

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Jake Friedman's Common Sense Candy Teacher

with enlarged supplement

THIS book treats fully upon the Ice Creams, Ices, Sherbets, Punches, the Crushed Fruits for the Fountain, Pointers for the Fountain man. The Matzaran Almond Paste work. Pointers on String Rock Candy, Log Cabin Roll, Marshmallows, both moonshine and Egg. Pan work, its Principle and both smooth and rough work, Lozenge work, Cream work of all kinds, Hard Gums, Jelly Gums, Principal formula on A. B. Gum work. Crystallizing Gum work. Almond Paste work, Cream Almonds, Cordial work, Gum paste work, Cocoanut work, Cinnamon Imperials, Pearled Caraway seeds and Pearled work. Marshmallow Eggs, Chocolate Coating, Blending, hand coating. Pure Cream caramels and cheap Caramels, Icing for caramels and commercial Caramels. Sponge Candy, Nonpareils. New styles of Nut and Fruit Goods. Goods for all kinds of Party and Banquet work. Jelly work, A. B. Gum work. Fudges of all kinds and prices, Honeycomb work of all Kinds. Pop Corn Valuable pointers to the workman, to the Employer. Glace work, Novelties for Easter, Fourth of July, Valentine's Day, Decoration Day, and all Holidays. Hand roll cream work. Nougats, Nougatines, Chicle Chewing Gum, its Principle, Formula, Jelly beans, Jelly pan work. Hard goods all kinds, Bar goods of all kinds and types, Burnt Almonds and Peanuts, Jordan Almonds, Kisses, Taffies, Brittles, Bon Bon work, Fig Work, in fact the Candy work to date and pointers on Window display and Shop work.

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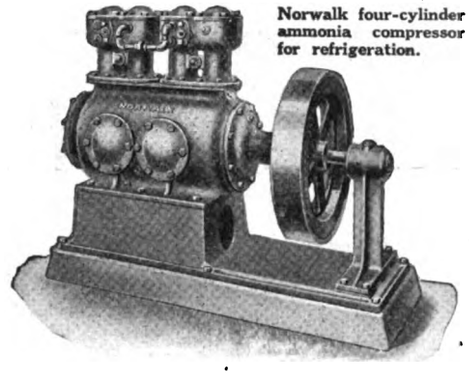
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Norwalk four-cylinder ammonia compressor for refrigeration.

WHEN all is said, your reasons for investing in a mechanical refrigerating plant are these: You want to avoid bother and be sure of your results; you want an installation that will give you long service; you want refrigeration that will save you money. You are absolutely assured of satisfaction on these points when you install a

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Refrigerating Plant

Mr. F. C. Marshall, proprietor of Marshall's Pharmacy, Atlanta, Ga., writes as follows concerning his Norwalk:

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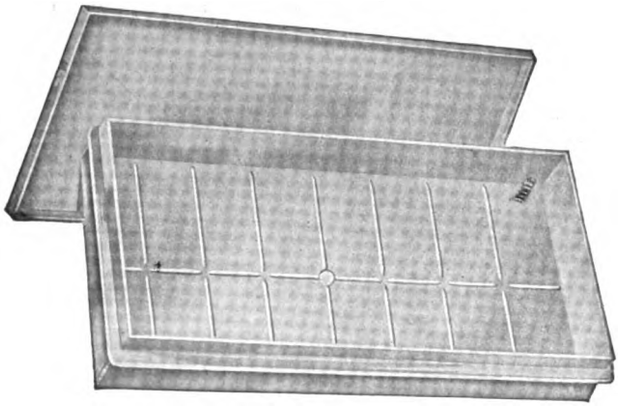
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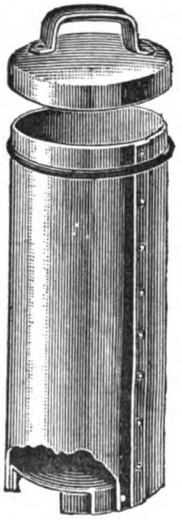


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Extra Heavy



Steel Cans



Inserted Bottom

Carry Out Cans—IXXXX Tin



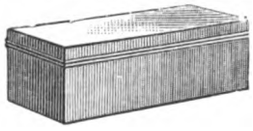
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Medium and High

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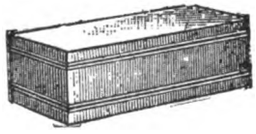
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IXXXX Tin

BRICK MOLDS

Double Lid



IXXXX Tin

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494 & 496 Flushing Ave., Brooklyn, N. Y.



Plain Kettle



Vacuum Pan



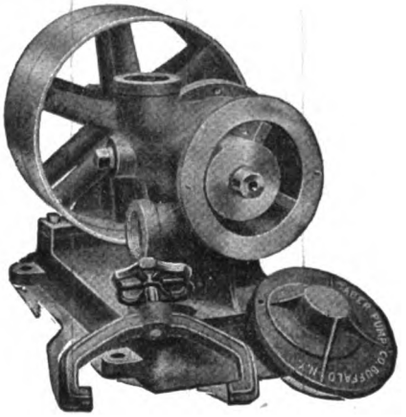
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We all feel elated when we produce something that is a success and we cannot help but talk about its merits; so with us, we have produced a Copper Jacketed Kettle, a Vacuum Pan, a Revolving Sugar Coating Pan and Mixing Kettles that have achieved an enviable reputation. Why? Because we devote all our energy and wits in maintaining their high standard by using the best material and employing only the experienced workman.

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(PATENTED)



34 in. x 64 in.
36 " x 96 "
48 " x 60 "
48 " x 120 "

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The interior construction of our Coolers provides a continual agitation of the Water-flow, ensuring the uniform Cooling of Surface, and with the provision for interior Heat-expansion prevents the formation of "Air Pockets", consequently overheating never occurs; no Rubber or other Packing employed; nothing to wear out; a lifetime of Service.

Our PREMIER is unquestionably the BEST of all Coolers, whatever the excellence of others. Where a Cooler of less Cost is desired, our UNIVERSAL or 20-CENTURY would be chosen, being constructed on very similar general principles.

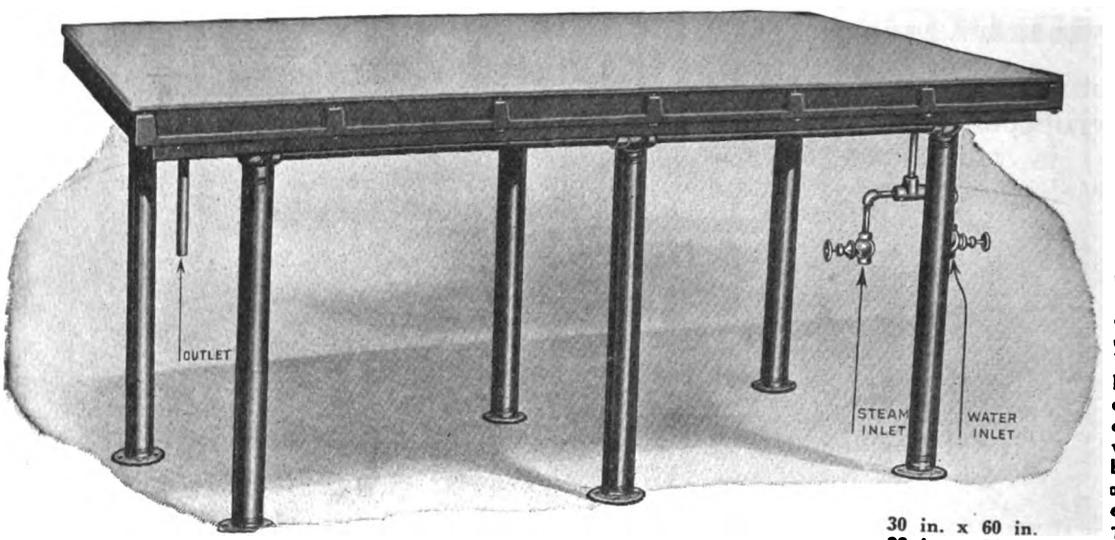
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A Record of a Half-Century is behind the great Success of THE COLLUM LINE

Scientific : Substantial : Enduring Construction

Once Used Never Displaced. Entire Satisfaction.



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COLLUM'S "20th CENTURY" Candy Cooler Polished Steel Top; Cast Iron Bottom.

IF IT WERE POSSIBLE TO BUILD BETTER COOLERS THE COLLUM MFG. CO. WOULD BUILD THEM.

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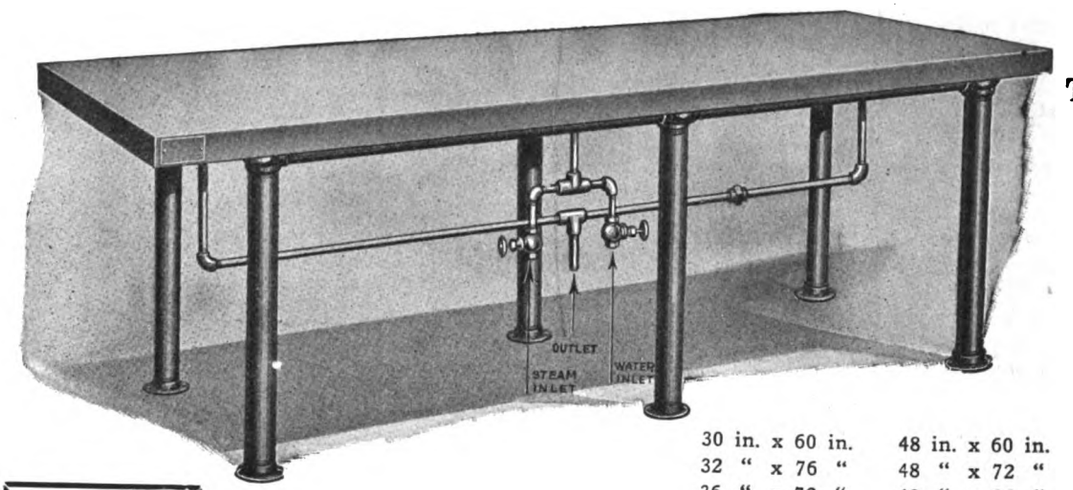
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Widely Imitated But Never Equalled



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36 " x 72 "
36 " x 96 "
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Speed
Efficiency
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Collum's New Changeable Cutter. Ask for Prices and Description.

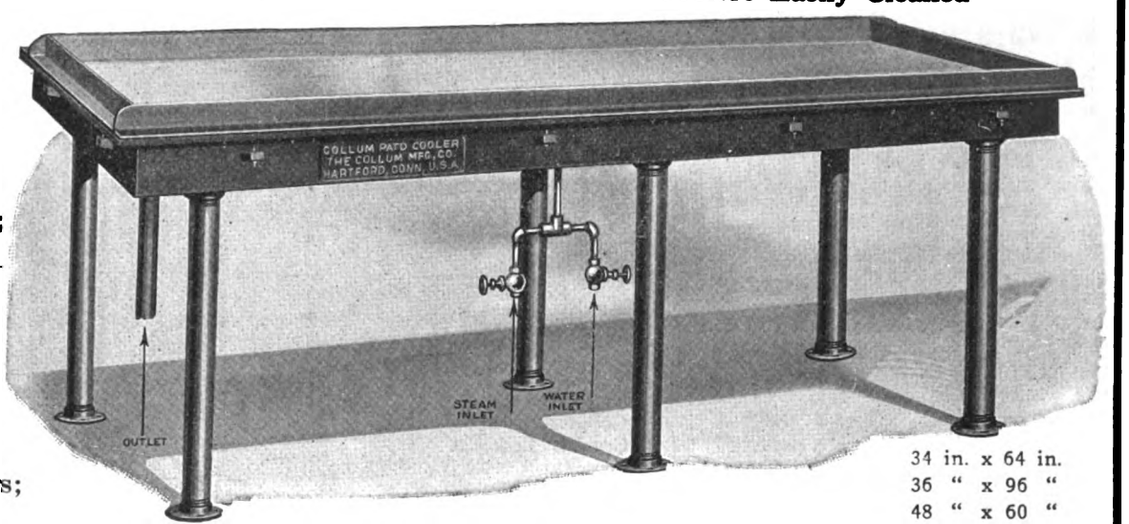
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Peach Blossom Cutters;
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Crimped Edge Cutters;
Waffle Cutters;



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Top surrounded with polished steel frame; water-tight.

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Ice Cream Powder
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Mills & Bro., Thos.
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U-neak Dinner Favors, Inc.

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Thurston & Braidich

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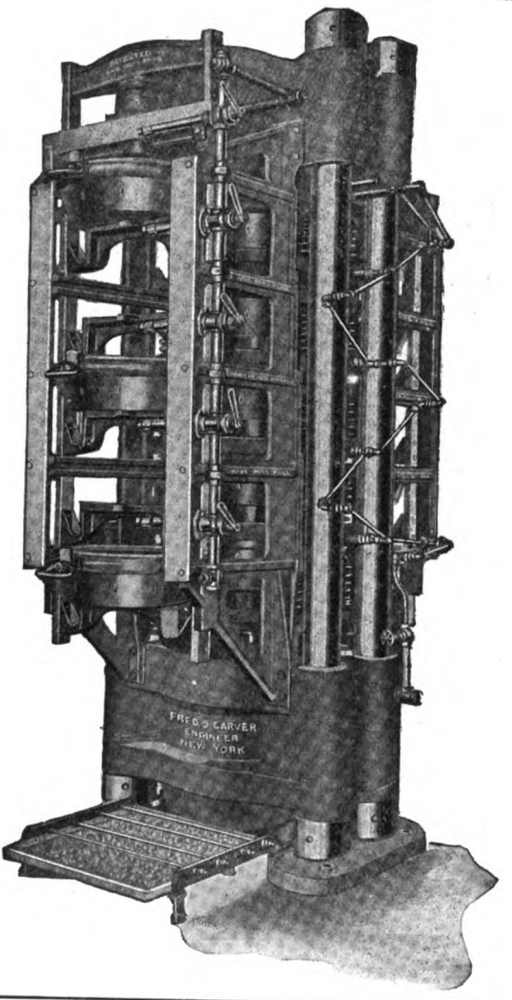
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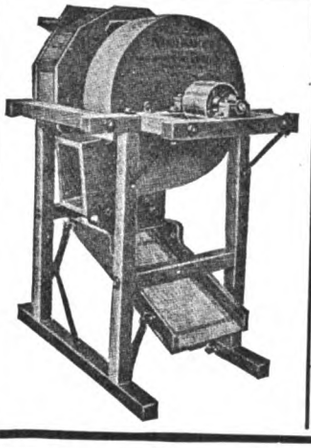
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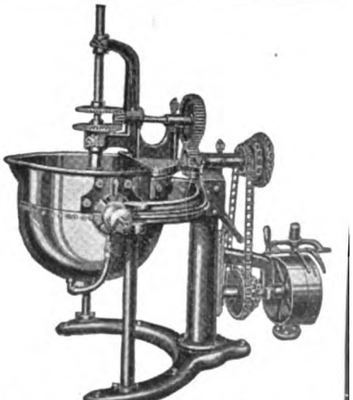
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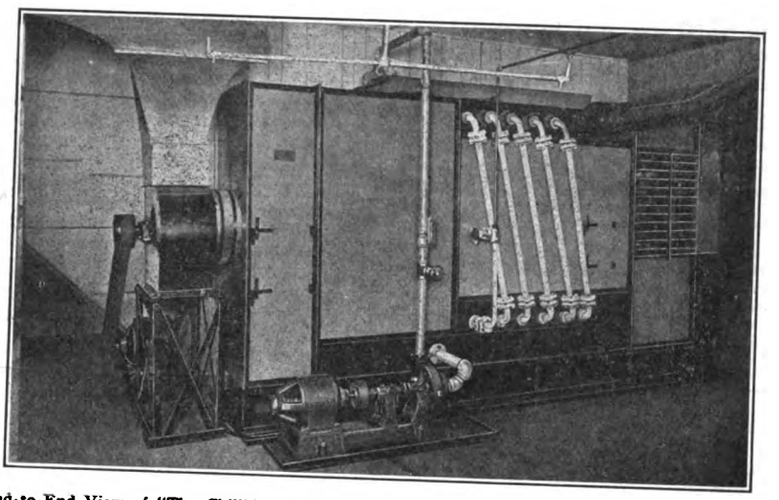
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